



**Comeback Kids:**  
Clinton Brings  
Them Home

**Why Health Care  
Reform Is  
A Hard Sell**



**The White House's  
Race to Stop  
A Flu Pandemic**

# TIME



## The Myth About Exercise

Of course it's good for you, but it won't make you lose weight. Why it's what you eat that really counts.

**BY JOHN CLOUD**



6

Hu

HUMAN

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Being new is not always a good thing.

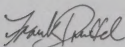
In fact, "new" is usually a fancy way of saying untested, untried and unready.

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Stacey Newman—iStockphoto. Insets, from left:

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# 10 Questions.

The world's top nuclear watchdog discusses security, the Iraq war and Iran.

## Mohamed ElBaradei will now take your questions

**Does every nation have a right to possess nuclear technology?**

*Benjamin Figueroa*

SAN JUAN, PUERTO RICO

Every country has the right to nuclear technology as long as they use it safely, peacefully and in a secure way.

**Countries trying to develop nuclear weapons argue that other nations already have them. Why not have those nations destroy their stockpiles first?**

*Ivan Dimson, EVERETT, WASH.*  
We have to work in parallel. Those who do not have nuclear weapons should not have nuclear weapons. Those who have nuclear weapons should disarm. Otherwise, we will have more and more weapons and the odds that they will be used, accidentally or intentionally, are much higher.

**Do you believe that the International Atomic Energy Agency (IAEA) could have done more to stop Iran from pursuing nuclear weapons?**

*Memi Sofer, BEERSHEBA, ISRAEL*

We are not sure that Iran is pursuing nuclear weapons. The jury is still out. What we know is that there are still a number of questions that Iran needs to clarify. I fully support Barack Obama's initiative to engage in a comprehensive dialogue to build trust.

**Why, at times, do the agency's opinions seem to have been "bought" by the U.S.?**

*Stephen R. Caudill, ATLANTA*

Every country has tried to use the agency to implement its policy goals. On my watch, at least, the U.S. has not bought any IAEA conclusions or opinions. The U.S. was vehemently opposed to my reappointment.



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**What were your most satisfying and least satisfying moments at the IAEA?**

*Chella Pandyan, MUMBAI*

I think the most satisfying moments were when I saw lives saved—children suffering from cancer, for example, treated through radiotherapy machines provided by the agency. The most dissatisfying moment of my life, of course, was when the Iraq war was launched. That hundreds of thousands of people lost their lives on the basis of fiction, not facts, makes me shudder.

**How do you guarantee that a country is using nuclear power properly?**

*Waheed Akberzie, SIMI VALLEY, CALIF.*  
We can provide as much guar-

antee as we have the legal authority, the resources and the technology to do so. If the international community wants to have ironclad inspection guarantees, they better give us the wherewithal.

**Israel is long rumored to have had nuclear weapons. Why are all other countries in the Middle East being threatened with military action if they try to pursue that technology?**

*Mostansar Virk, DETROIT*  
The security situation in the Middle East is totally messy. Israel claims it needs nuclear weapons as a deterrent against any threat to its existence. The Arab world in return feels that this is an imbalance system; there is a sense of humiliation and impotence. The solution

is to address the root causes: the Palestinian issue, peace and security in the Middle East and elimination of all nuclear weapons in the region.

**What, if anything, would you say has been a bad judgment call on your part?**

*David Darvish, GREAT NECK, N.Y.*  
I should probably, before the Iraq war, have screamed and howled harder and louder to prevent people from misusing the information that was made available by us.

**What world leaders do you believe are on the right track as far as nuclear policy goes?**

*Amy Sandberg, CAMBRIDGE, MD.*  
Obama, who is changing the conventional wisdom, who is saying that we have to have a security system that does not depend on nuclear weapons. President [Dmitri] Medvedev from Russia. Gordon Brown. These people have finally come to realize that the status quo is a recipe for self-destruction.

**What suggestions would you give your successor?**

*Luyolo Mkonto, JOHANNESBURG*  
You need to be fully impartial. You need to always speak truth to power. Because what he or she does here in many cases makes the difference between war and peace.



VIDEO AT TIME.COM

**To watch a video interview with Mohamed ElBaradei and to subscribe to the 10 Questions podcast on iTunes, go to [time.com/10questions](http://time.com/10questions)**

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# Postcard: Paris.

Whether it's worry about the sun or a return to conservative values, young French women are covering up at the beach. A new generation says *non* to topless sunbathing

BY BRUCE CRUMLEY

**Global Dispatch**  
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**F**OR DECADES, THE FRENCH HAVE relished any opportunity to mock Americans for their Yankee puritanism when it comes to matters of sex. These days, though, France is experiencing its own blush of prudishness as an entire generation of young French women says "Non, merci" to the summer tradition of topless sunbathing.

Since France's summer-vacation season kicked off in early July, the French press has repeatedly sounded the alarm over the shrinking number of topless women on the nation's beaches. As eagle-eyed reporters have made quite clear, the prevailing trend among sun-loving women these days is to use both pieces of their bikini. "Le Monokini, C'est Fini!" shouted *Le Parisien* in its report from a Mediterranean beach. "Nude Breasts Are Less Trendy," concurred free daily *Metro France*. "The practice has become common and therefore less compelling as a fashion," says sociologist Jean-Claude Kaufmann. "When the local baker takes off her top despite her 60 years and sagging breasts, the gesture loses its social distinction as one of youthful beauty." Some note that the return to more modest swimwear is in part a response to rising concerns about skin cancer.

But the trend is also part of a wider social movement by young French women, who are shunning the less-inhibited habits of previous generations. If burning bras and going topless were the ways French women of the 1970s and '80s demonstrated their freedom, their daughters and granddaughters seem less comfortable with exposed flesh. "The values of our time are more conservative, traditional and familial," says Kaufmann. "Modesty and discretion are in fashion now."

A survey titled *Women and Nudity* by polling agency Ifop captures the mood. It found that young French women not only have a problem with nudity but actually consider themselves prudish.



**Don't forget the sunscreen** A beachgoer in Nice soaks up a (slightly) more modest amount of rays

Fully 88% of the women questioned qualified themselves as *pudique*—a term that can mean anything from modest or prim to priggish. And they aren't joking. Though 90% said they get naked with their husband or partner, 59% avoid being nude around their children. Sixty-three percent said they refuse to undress around female friends, and 22% said they consider a woman in her underwear to be already naked.

With sensitivities like those, it's little wonder the poll found French women have strong opinions about public nakedness. Nearly 50% said they are bothered by total nudity on beaches or at naturist camps, and 37% said they are disturbed by publicly exposed breasts or buttocks. Some 45% of respondents would prefer to see a lot less flesh hanging out in full view—male or female. The attitudes were most pronounced among respondents aged 18 to 24—a quarter of whom described themselves as very *pudique*. And that, sociologists say, explains the changing scenery on French beaches. Younger women, who are disinclined to bare themselves, make

up the majority of female sunbathers; those still willing to go topless are usually older women.

"There aren't any rules, but, yeah, it's true when you're at the beach and look around—the only topless women anymore are older," said Elodie, 19, during a recent visit to Paris Plage, an artificial beach that city authorities create along the Seine each summer. Elodie pointed out that the risk of a fine—and frequently lousy weather—makes going topless at Paris Plage a nonstarter. When she was asked whether she went topless at the beach while on vacation—and what factors made her decide when she did and didn't—Elodie's reply was as chilly as it was logical. "All those things," she said, "are personal concerns."

The contrast with U.S. practices is hard not to notice. Many American women visiting France these days have few qualms about going topless—and that's not counting the exhibitionism on display closer to home during Mardi Gras and spring break. In some ways, the puritanical swimsuit now seems to be on the other torso—a new French squeamishness that will doubtless leave some Americans, well, titillated. ■







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# Inbox



## White House Warriors

I FIND IT PECULIAR THAT DICK CHENEY—who has never seen a battlefield in his life—would characterize Scooter Libby's plight as leaving a soldier on the battlefield [Aug. 3]. During the G.W. Bush Administration, I was struck by the fervor for military action from an inner circle who had largely not served in the U.S. armed forces. The odd man out during the drumbeat for war was Colin Powell, whose long military career included serving in Vietnam and as Chairman of the Joint Chiefs of Staff. His voice of caution against entanglement in Iraq resulted in his getting pushed out by the "believers." It's too bad they didn't listen to the one man who knew what he was talking about.

Lieut. Commander Eric L. Jewett,  
U.S. Navy (ret.)  
LOS GATOS, CALIF.

RE YOUR ARTICLE ON THE FINAL DAYS OF THE Bush White House: I was dismayed by the incomplete retelling of the Scooter Libby-Valerie Plame investigation. A major reason Dick Cheney pushed for the pardon was that he was not the original leaker. That person, Deputy Secretary of State Richard Armitage, was not even mentioned in your article. No underlying national-security crime was committed by the accidental leak of Plame's name (as demonstrated by the lack of charges), and as such, Libby's perjury was ancillary to the investigation.

Gregory Eschbacher, FANWOOD, N.J.

## 'What would have been 'better choices' for Sir Edward Downes than euthanasia? And who has the right to make them for him?'

Trish Hooper, PORTOLA VALLEY, CALIF.

**Writing the finale** The conductor and his terminally ill wife chose to die together



THE THESIS THAT BUSH'S "TRUTHFULNESS" opposed Cheney's amorality in the Libby affair is laughable. Where was this so-called ethical sobriety in the cynical justifications for a catastrophic war, torture and increased domestic surveillance? Bush and Cheney share an equal comfort with dark-side politics.

Alan Johnson, POCATELLO, IDAHO

GREAT ARTICLE. PLEASE DO MORE INVESTIGATIVE journalism.

James B. Morin, GUASTI, CALIF.

## Life, Liberty and a Dignified End

I THANK YOU FOR YOUR ESSAY "DYING TOGETHER" [Aug. 3]. I find Sir Edward Downes' decision to end his life perfectly rational and objective. To live only because your heart and lungs still work seems to me an inadequate justification for longevity.

John Mulholland, ALPHARETTA, GA.

I HOPE THAT WHEN NANCY GIBBS IS 85—her eyesight is nearly gone, her hearing is weaker and she is alone in the world—that no one is so dismissive about her sorrow and despair. To assert that "advances in palliative care mean that those last years of life do not have to be a moral, medical and financial nightmare" suggests that Gibbs doesn't spend much time visiting friends in nursing homes. I would advise her to seek some wisdom there.

G. Sue Eiler, WEST LAFAYETTE, IND.

## SETTING THE RECORD STRAIGHT

■ The photo accompanying a Short List item on the DVD release of British TV's *Life on Mars* featured the U.S. version's star, Jason O'Mara [Aug. 3]. It should have pictured the BBC's John Simm.

■ An article on artist James Ensor misidentified 16th century painters Bruegel and Bosch as German; they were Flemish [July 27].

■ In "Lonesome Doves," about Israeli West Bank settlers, we quoted a former Israel Defense Forces chief of staff, Moshe Ya'alon, as saying, "It will be seared deep into the consciousness of Palestinians that they are a defeated people" [Feb. 2]. Though this quotation has been used widely over the years, the original source cannot be found, so TIME should not have used it.

## Wall Street 2.0

JUSTIN FOX DEVOTES A PAGE TO THE SUCCESS of Goldman Sachs and JPMorgan Chase and attributes that success to their being better at what they do than their rivals are [Aug. 3]. Yet nowhere does Fox explain what they do or how they contribute to the economic well-being of this nation. Is that because the constant cycle of consolidations and spin-offs does nothing but assuage the egos of CEOs and enrich the executives and employees of those two firms?

Christopher Kane, GRASS VALLEY, CALIF.

## Mom, What's Penmanship?

AT THE RISK OF SEEMING OLD-FASHIONED, I would like to express alarm at the trend toward the "death of handwriting" [Aug. 3]. As a mother who is teaching her daughter to write, I can say it is hard work, and much discipline is involved. I think this is a statement on our increasing lack of discipline as a society. What's to become of us?

Julie Sumner, LANESBOROUGH, MASS.



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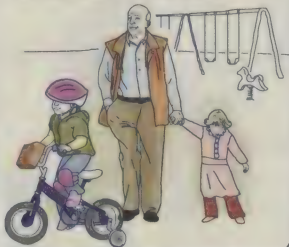
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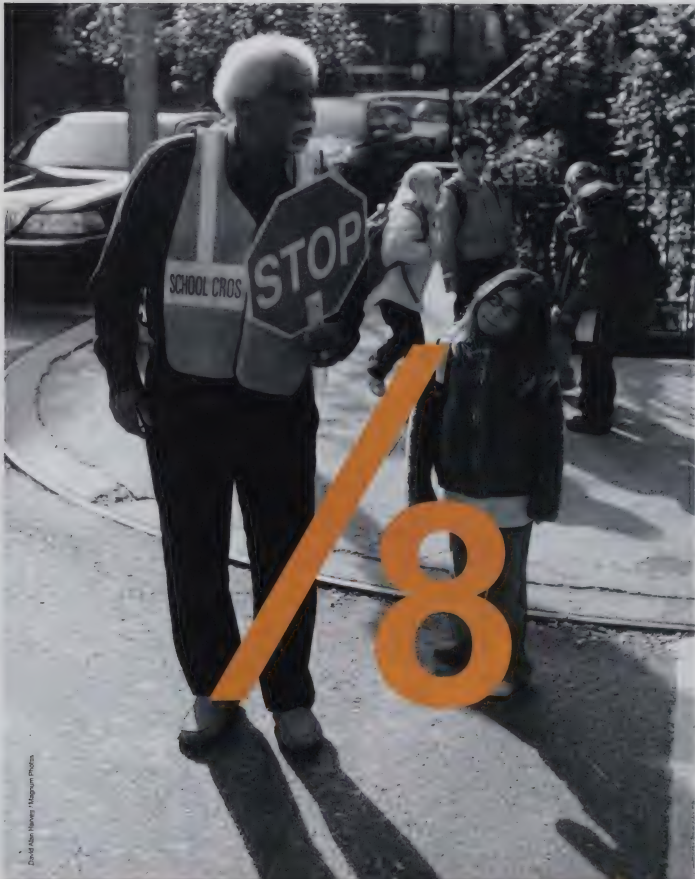
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# Briefing

THE WORLD SPOTLIGHT VERBATIM HISTORY

MILESTONES APPRECIATION



## The Moment

8/4/09: Pyongyang

IT'S NOT EASY DEALING WITH liars. Or maniacs. And Kim Jong Il is a lying maniac—a bizarre fascist who breaks his promises and starves his people. It would be nice if we could just denounce him, isolate him, ignore him.

But it's hard to ignore a bully with a bomb, and while the Bush Administration was freezing him out and calling him evil, the Dear Leader was going nuclear. Then North Korean border guards seized Euna Lee and

Laura Ling, two journalists from Al Gore's TV network. The ensuing clamor for their release raised compelling questions. (Aside from, Al Gore has a TV network?) Is it naive to talk to totalitarian whack jobs like Kim, as Hillary Clinton argued during the 2008 campaign? Or is it counterproductive to stick our fingers in our ears, as Barack Obama replied?

Clinton ended up as Obama's Secretary of State, so on Aug. 3, her husband Bill—

no slouch in the high-stakes diplomacy department—flew to Pyongyang to execute Obama's strategy. On Aug. 4, after meeting with Kim, he took Lee and Ling home to California.

**Is it naive to talk to despots like Kim Jong Il? Or is it worse to ignore them?**

The greenroom generals of the neoconservative movement cried appeasement, their instinctive reaction to contact with thugs who are not our thugs. But you don't have to be part of the bombs-away brigade to wonder whether we should be giving lying maniacs what

they want. It isn't going to stop their lying or their mania, and it makes us look hypocritical.

But hypocrisy is part of diplomacy. Refusing to engage with vicious nutcases like Kim can feel virtuous, but tarring our enemies as irredeemable warmongers can be self-fulfilling. We can't wish North Korea off the map, and it's a good sign that Kim was rational enough to modify his behavior to get what he wanted; it's an even better sign that he wanted to talk to us. This week, at least, the saber rattlers who claim there's never anything to gain from talking to rogue states should tell that to the families of Euna Lee and Laura Ling.

—BY MICHAEL GRUNWALD ■

# The World

10 ESSENTIAL STORIES



The smoldering remains of Boko Haram leader Mohammed Yusuf's house in northern Nigeria

## 1 | Nigeria

### A Sect Leader's Suspicious Death

Mohammed Yusuf, leader of the radical Boko Haram sect, was shot while in police custody on July 30, as security forces moved to squash a five-day uprising by the militant Islamic group. Boko Haram members attacked police stations, churches, schools and private homes, killing nearly 800 people in an effort to overthrow the government and impose a stricter version of Islamic law in Africa's most populous nation. Nigerian President Umaru Yar'Adua, seeking to maintain control of an increasingly volatile situation, ordered an investigation into Yusuf's death, which authorities claim occurred during an attempted escape. Human-rights groups say the leader may have been executed as an example to deter other militants.

## 2 | Israel

### Taking Down Lieberman

After a lengthy corruption probe, Israeli police recommended that the state charge Foreign Minister Avigdor Lieberman with a battery of crimes, including bribery, fraud, money-laundering and obstruction of justice. Lieberman, head of the right-wing Yisrael



Beltanu party and a polarizing figure who has been accused of racism toward Israeli Arabs, denied the allegations and said he would resign if indicted. The scandal may hurt him in a nation weary of corruption; similar accusations felled former Prime Minister Ehud Olmert in 2008.

## 3 | Rome

### Abortion Drug Okayed

The Italian Pharmaceuticals Agency has voted to approve the use of the abortion-inducing drug Mifepristone, also known as RU-486, prompting condemnation in the predominantly Roman Catholic country and a threat of excommunication by the Vatican for prescribing doctors and their patients. In its ruling, the agency noted that the "well-being of citizens" supersedes "personal convictions" about the pill, which is already available in the U.K., the U.S. and China. Senior church bioethicist Monsignor Elio Sgreccia blasted the drug as a "poison."



#### MIFEPRISTONE

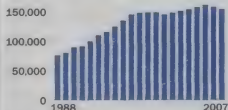
A steroid, it blocks the action of progesterone, a naturally produced hormone that prepares the inner lining of the uterus for implantation of a fertilized egg

## 4 | Los Angeles

### Cruel and Unusual Prisons

A panel of federal judges has ordered California to cut its prison population by more than a quarter, ruling that medical care in the overcrowded facilities is so poor that it violates convicts' constitutional rights. Over the next two years, the cash-strapped state must find a way to trim more than 40,000 inmates from its total of about 150,000 (the system is designed for 84,000). Attorney general Jerry Brown said he will appeal the 184-page order.

California's prison population  
200,000 inmates



SOURCE: U.S. DEPARTMENT OF CORRECTIONS AND REHABILITATION

## 5 | Russia

### One Year On

Tensions between Georgia and Russia are rising as the one-year anniversary of their bloody five-day war in South Ossetia approaches. Russia has beefed up its military presence on the Georgia-South Ossetia border in response to what officials call Georgian military provocations. Only Russia and Nicaragua recognize the independence of South Ossetia, where many Georgians still live in scattered enclaves.

## 6 | Paris

### New HIV Strain Discovered

Fighting AIDS just got tougher. Unlike the three previously known strains of HIV, which have been linked to chimpanzees, a new variant—discovered in a 62-year-old Cameroonian woman who tested positive in 2004—appears to have come from gorillas. Researchers say the new strain may be difficult to detect using conventional tests but expect current treatments to remain effective.

Numbers: **100%**

Percentage increase in the number of Americans taking antidepressants in 2005 compared with 1996, according to a recent survey

**1 IN 3**

Proportion of Europeans who have never used the Internet, according to an E.U. study





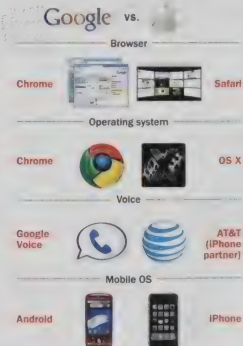
## 7 | Iran

**DISSENTS ON TRIAL** Days before Iranian President Mahmoud Ahmadinejad was sworn in for a second term on Aug. 5, Iran held a mass trial of more than 100 people (above), including a former Vice President and a Newsweek reporter, charging them with rioting, conspiring with foreign powers and trying to foment a revolution after the nation's June elections. Iran claims that many defendants admitted guilt, but critics say that the confessions were forced and that the trial is an attempt to quash the inevitable protests surrounding Ahmadinejad's swearing-in.

## 8 | California

### Tech Titans Untangled

In a sign of the deepening rivalry between two of Silicon Valley's giants, Google CEO Eric Schmidt stepped down from Apple's board of directors after a three-year stint. With the companies increasingly squaring off over lucrative markets like the mobile-computing field, many analysts suggested the move was overdue. The Federal Trade Commission is investigating whether Schmidt's position on his competitor's board may have violated antitrust provisions.



## 9 | Michigan

### TV: Even Worse Than We Thought

Yet another reason to turn off the tube: the more TV time kids log, a study found, the higher their blood pressure is, regardless of weight—a spike not seen in connection with other sedentary behaviors like computer use. Researchers say the culprit may be showtime snacking, overstimulation and subsequent sleep loss, or exposure to junk-food commercials.



Forensic police in Australia, where authorities say they foiled a gun attack on a military base

## 10 | Sydney

### Aleghed Terrorist Plot Derailed

Australian authorities said they had thwarted a potentially dramatic terrorist attack by Muslim extremists on one of the country's largest military bases. After police raided 19 houses on Aug. 4, five men were charged with planning to storm the base, near Sydney, and open fire on soldiers with automatic weapons. The suspects—Australian citizens of Somali and Lebanese descent—are believed to be connected to al-Shabaab, an Islamic group fighting Somalia's enfeebled government; officials said at least one had participated in the insurgency. Analysts say the plot highlights the prospect of future attacks by Western radicals steered by combat in the Horn of Africa. Terrorism is rare in Australia, a close U.S. ally, though its citizens have been targeted overseas.



Like many of her peers, New Yorker Trina Thompson has struggled to land a job since graduating from Monroe College in April with a degree in IT. But instead of blaming the recession, she is **suing her alma mater to recoup \$70,000 in tuition fees**, accusing the school's career-advancement office of failing to, well, advance her career. Monroe's defense? It's impossible for any college to guarantee employment—"especially in this economy."

10,000

Population of Ziketan, China, which was quarantined after an outbreak of pneumonic plague killed three

\$291,570

Average cost for a middle-income family in the U.S. to raise a child born in 2008 to age 18, according to a government estimate

# Spotlight

## Cash for Clunkers



**Clunkers, junked**  
Newly crushed cars  
await shipment to a  
shredder in Detroit

### Top cars traded in

1. Ford Explorer
2. Ford F-150
3. Jeep Grand Cherokee
4. Jeep Cherokee
5. Dodge Caravan

### Top cars bought

1. Ford Focus
2. Toyota Corolla
3. Honda Civic
4. Toyota Prius
5. Toyota Camry

SOURCES: NATIONAL HIGHWAY  
TRANSPORTATION SAFETY  
ADMINISTRATION; ALGORIX

**W**HEN CONGRESS VOTED IN JUNE TO PLAY CAR dealer, some observers fretted that offering consumers \$3,500 to \$4,500 to trade in a gas guzzler for a more fuel-efficient new car wasn't going to be generous enough to attract many takers.

Turns out the terms may have been too rich. Cash for clunkers (the official name is Consumer Assistance to Recycle and Save, a.k.a. CARS, but nobody calls it that) had customers scrambling to car dealerships in droves after it went live on July 27. Despite being in effect for only a few days, the program helped drive July auto sales to an annualized rate of 11.2 million vehicles, from just 9.7 million in June. In reaction, Wall Street economists have ratcheted up forecasts for third-quarter economic growth.

Americans are always junking cars and trucks—14 million last year, according to R.L. Polk & Co.—but this time they went scrap-happy. In just over a week, the program ran through most of its \$1 billion in funding. The House of Representatives quickly voted to allot an additional \$2 billion. In the Senate, opposition from John McCain and other deficit hawks slowed

passage but appeared unlikely to stop it. "I always thought that cash for clunkers would be an effective stimulus, but it seems to have exceeded expectations," says Princeton University economist Alan Blinder, an early booster of the idea. "It would be a shame to cut it off here."

Cash-for-clunkers programs were first instituted at the state level in the early 1990s as a way to reduce automobile emissions. In a column in the *New York Times* last summer, Blinder suggested adapting these efforts into a national stimulus program. Then several European countries beat the U.S. to the punch.

These cash-for-clunkers efforts appear to be working well as an economic stimulus, although they've lost some of their environmental benefit. Research has shown that the greenest (and most equitable) plans target the oldest gas guzzlers and allow consumers to spend the money however they want.

In the interest of goosing the economy and helping automakers, the current program requires new-car purchases and doesn't mandate huge jumps in gas mileage. Happily, the first wave of buyers opted for cars more fuel-efficient than the law demands. The top three

sellers in the first week were the Ford Focus, Toyota Corolla and Honda Civic (all made in the U.S. but with lots of foreign parts). Now the turned-in vehicles (the Ford Explorer led the list) are headed for the scrapyard, but only after their engines are snuffed with a solution of liquid glass (sodium silicate) to keep them from ever befouling the air again. —BY JUSTIN FOX ■

# 9.6

Average improvement  
in miles per gallon  
in new vehicles  
purchased through  
the CARS program



### CLUNKERS COME IN

Buyers bring eligible cars to dealers in exchange for a credit of \$3,500 to \$4,500 on a new car

### GOVERNMENT PAYS

Dealers submit a reimbursement claim to the government for the discount given to buyers

### KILL THE ENGINE

On the lot, dealers replace the engine's oil with a solution of sodium silicate, ruining it irreparably

### TO THE SCRAPYARD

Recyclers take the crippled clunkers and have 180 days to sell any parts before the car must be shredded

*'It would be a shame to cut it off here.'*

—Alan Blinder,  
economist  
on the program



# There are 2 sources of cholesterol. Food & Family.



## Only VYTORIN treats both.

It's important to eat healthy and stay active, but when that's not enough, talk to your doctor about treating the 2 sources of cholesterol with VYTORIN. VYTORIN contains two cholesterol medicines, *Zetia* (ezetimibe) and *Zocor* (simvastatin), in a single tablet.

VYTORIN is the only product that helps block cholesterol that comes from food and reduces the cholesterol your body makes naturally, based on family history. And VYTORIN can dramatically lower your bad cholesterol 45%–60%. (Average effect depending on dose; 52% at the usual starting dose.)

VYTORIN contains two cholesterol medicines, *Zetia* (ezetimibe) and *Zocor* (simvastatin), in a single tablet. **VYTORIN has not been shown to reduce heart attacks or strokes more than *Zocor* alone.**

**Ask your doctor if VYTORIN is right for you.** Or, to learn more, call 1-877-VYTORIN or visit [vytorin.com](http://vytorin.com).

**Important Risk Information About VYTORIN:** VYTORIN is a prescription tablet and isn't right for everyone, including women who are nursing or pregnant or who may become pregnant, and anyone with liver problems.


Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. VYTORIN may interact with other medicines or certain foods, increasing your risk of getting this serious side effect. So tell your doctor about any other medications you are taking.

Your doctor may do simple blood tests before and during treatment with VYTORIN to check for liver problems. Side effects included headache, muscle pain, and diarrhea. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.

**Please read the more detailed information about VYTORIN on the adjacent page.**



To find out if you qualify, call 1-800-347-7503

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**VYTORIN<sup>®</sup>**  
(ezetimibe/simvastatin)

**Treat the 2 sources of cholesterol.**

**VYTORIN® (EZETIMIBE/SIMVASTATIN) TABLETS**  
**PATIENT INFORMATION ABOUT VYTORIN (VI-tor-in)**  
Generic name: ezetimibe/simvastatin tablets

Read this information carefully before you start taking VYTORIN. Review this information each time you refill your prescription for VYTORIN as there may be new information. This information does not take the place of talking with your doctor about your medical condition or your treatment. If you have any questions about VYTORIN, ask your doctor. Only your doctor can determine if VYTORIN is right for you.

**WHAT IS VYTORIN?**

VYTORIN is a medicine used to lower levels of total cholesterol, LDL (bad) cholesterol, and fatty substances called triglycerides in the blood. In addition, VYTORIN raises levels of HDL (good) cholesterol. VYTORIN is for patients who cannot control their cholesterol levels by diet and exercise alone. You should stay on a cholesterol-lowering diet while taking this medicine.

VYTORIN works to reduce your cholesterol in two ways. It reduces the cholesterol absorbed in your digestive tract, as well as the cholesterol your body makes by itself. VYTORIN does not help you lose weight. VYTORIN has not been shown to reduce heart attacks or strokes more than simvastatin alone.

**WHO SHOULD NOT TAKE VYTORIN?**

Do not take VYTORIN:

- If you are allergic to ezetimibe or simvastatin, the active ingredients in VYTORIN, or to the inactive ingredients. For a list of inactive ingredients, see the "Inactive ingredients" section at the end of this information sheet.
- If you have active liver disease or repeated blood tests indicating possible liver problems.
- If you are pregnant, or think you may be pregnant, or planning to become pregnant or breast-feeding.
- If you are a woman of childbearing age, you should use an effective method of birth control to prevent pregnancy while using VYTORIN.

VYTORIN has not been studied in children under 10 years of age.

**WHAT SHOULD I TELL MY DOCTOR BEFORE AND WHILE TAKING VYTORIN?**

**Tell your doctor right away if you experience unexplained muscle pain, tenderness, or weakness. This is because on rare occasions, muscle problems can be serious, including muscle breakdown resulting in kidney damage.**

The risk of muscle breakdown is greater at higher doses of VYTORIN.

The risk of muscle breakdown is greater in patients with kidney problems.

Taking VYTORIN with certain substances can increase the risk of muscle problems. It is particularly important to tell your doctor if you are taking any of the following:

- cyclosporine
- danazol
- antifungal agents (such as itraconazole or ketoconazole)
- fibric acid derivatives (such as gemfibrozil, bezafibrate, or fenofibrate)
- the antibiotics erythromycin, clarithromycin, and telithromycin
- HIV protease inhibitors (such as indinavir, nelfinavir, ritonavir, and saquinavir)
- the antidepressant nefazodone
- amiodarone (a drug used to treat an irregular heartbeat)
- verapamil (a drug used to treat high blood pressure, chest pain associated with heart disease, or other heart conditions)
- large doses ( $\geq 1$  g/day) of niacin or nicotinic acid
- large quantities of grapefruit juice ( $>1$  quart daily)

It is also important to tell your doctor if you are taking coumarin anticoagulants (drugs that prevent blood clots, such as warfarin).

Tell your doctor about any prescription and nonprescription medicines you are taking or plan to take, including natural or herbal remedies.

Tell your doctor about all your medical conditions including allergies.

Tell your doctor if you:

- drink substantial quantities of alcohol or ever had liver problems. VYTORIN® (ezetimibe/simvastatin) may not be right for you.
  - are pregnant or plan to become pregnant. Do not use VYTORIN if you are pregnant, trying to become pregnant or suspect that you are pregnant. If you become pregnant while taking VYTORIN, stop taking it and contact your doctor immediately.
  - are breast-feeding. Do not use VYTORIN if you are breast-feeding.
- Tell other doctors prescribing a new medication that you are taking VYTORIN.

**HOW SHOULD I TAKE VYTORIN?**

- Take VYTORIN once a day, in the evening, with or without food.
- Try to take VYTORIN as prescribed. If you miss a dose, do not take an extra dose. Just resume your usual schedule.
- Continue to follow a cholesterol-lowering diet while taking VYTORIN. Ask your doctor if you need diet information.
- Keep taking VYTORIN unless your doctor tells you to stop. If you stop taking VYTORIN, your cholesterol may rise again.

**WHAT SHOULD I DO IN CASE OF AN OVERDOSE?**

Contact your doctor immediately.

**WHAT ARE THE POSSIBLE SIDE EFFECTS OF VYTORIN?**

See your doctor regularly to check your cholesterol level and to check for side effects. Your doctor may do blood tests to check your liver before you start taking VYTORIN and during treatment.

In clinical studies patients reported the following common side effects while taking VYTORIN: headache, muscle pain, and diarrhea (see What should I tell my doctor before and while taking VYTORIN?).

The following side effects have been reported in general use with VYTORIN or with ezetimibe or simvastatin tablets (tablets that contain the active ingredients of VYTORIN):

- allergic reactions including swelling of the face, lips, tongue, and/or throat that may cause difficulty in breathing or swallowing (which may require treatment right away), rash, hives; raised red rash, sometimes with target-shaped lesions; joint pain; muscle pain; alterations in some laboratory blood tests; liver problems (sometimes serious); inflammation of the pancreas; nausea; dizziness; tingling sensation; depression; gallstones; inflammation of the gallbladder; trouble sleeping; poor memory.

Tell your doctor if you are having these or any other medical problems while on VYTORIN. This is not a complete list of side effects. For a complete list, ask your doctor or pharmacist.

**GENERAL INFORMATION ABOUT VYTORIN**

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use VYTORIN for a condition for which it was not prescribed. Do not give VYTORIN to other people, even if they have the same condition you have. It may harm them.

This summarizes the most important information about VYTORIN. If you would like more information, talk with your doctor. You can ask your pharmacist or doctor for information about VYTORIN that is written for health professionals. For additional information, visit the following web site: [vymorin.com](http://vymorin.com).

**Inactive ingredients:**

Butylated hydroxyanisole NF, citric acid monohydrate USP, croscarmellose sodium NF, hypromellose USP, lactose monohydrate NF, magnesium stearate NF, microcrystalline cellulose NF, and propyl gallate NF.

Issued May 2009

**VYTORIN.**  
*(ezetimibe/simvastatin) tablets*



**MERCK / Schering-Plough Pharmaceuticals**

Manufactured for:  
Merck/Schering-Plough Pharmaceuticals  
North Wales, PA 19454, USA

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# Verbatim

'In a sense, it's like turning off the world for a year.'

**ART ROSENFELD**, a member of the California Energy Commission, saying that turning all roofs a lighter, more heat-reflective color will save the equivalent of 24 billion metric tons of carbon dioxide emissions within two decades

'I'll miss nurturing all the new talent, but most of all being a part of a show that I helped from day 1 become an international phenomenon.'

**PAULA ABDUL**, on leaving her job as a judge on *American Idol*

'We have failed in the peace process. It has weakened us.'

**MAHMOUD ABBAS**, President of the Palestinian Authority, opening his Fatah movement's congress—its first in 20 years—by renewing his call for dialogue with rival Hamas

'I will not be embarased [sic], because, well, I will be dead.'

**GEORGE SODINI**, writing in his online journal before killing four people, including himself, and injuring 15 others in a rampage at a Pennsylvania fitness center on Aug. 4

'We don't need another lecture.'

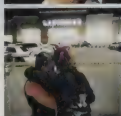
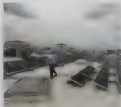
**RAILA ODINGA**, Kenya's Prime Minister, speaking after the U.S. sharply criticized Kenya's leadership in advance of Secretary of State Hillary Clinton's African tour, which included a stop in Nairobi

'I'm horrified to think that this is the way the parents of some of my friends will find out.'

**OR GIL**, 16, who was injured in a shooting at a center for gay youth in Tel Aviv; two people were killed and 11 others wounded in the Aug. 1 attack

'Well, then they really didn't love me in the first place. Whatever.'

**BRETT FAVRE**, former Green Bay Packers quarterback, on his reaction to fans who argue he has tarnished his legacy by vacillating over whether to return to the NFL



## BACK & FORTH

### Media

'Did you read the book?'

**MICHELLE MALKIN**, conservative journalist, during an appearance on *The View* to promote her book *Culture of Corruption*, which denounces the Obama Administration for a lack of transparency and ethics

'I read some of it.'

**JOY BEHAR**, co-host of the ABC talk show, who had sharply questioned many of Malkin's contentions

### Guantanamo Bay

'Turning our state into a terrorist penal colony is not how to attract new families and business investment.'

**PETE HOEKSTRA**, Republican Representative from Michigan, opposing President Obama's proposal to transfer Guantanamo Bay detainees to facilities in Michigan or Kansas or put them on trial in U.S. courts

'The issue is that these guys got tried and be brought to justice. Let's get [them] convicted and just move on.'

**JIM RICHES**, a retired deputy fire chief whose firefighter son died in the Sept. 11 attacks; Riches visited Gitmo this year and supports Obama's plan

## LEXICON

**Precycling n.—**  
Reducing waste by limiting consumption

**USAGE:** 'Precycling is being thoughtful at the point of purchase in addition to at the point of throwing out. [It] saves precious natural resources, helps with greenhouse gas reduction and can save you money.'

—*Minneapolis Star Tribune*, Aug. 4, 2009

# Brief History

## Congressional Recess



**H**EALTH CARE, APPROPRIATIONS, FINANCIAL REFORM, global warming: Congress has a lot of work to do. Starting Aug. 3, lawmakers began to decamp en masse from the nation's capital for a five-week break. What gives?

Despite the name, summer recess is often as much work as it is play: Congress's members must press flesh back home to remind voters of all the good work they've been doing and to raise vital campaign funds. The Legislative Branch has made a tradition of taking August off, going back to the first Congress, in New York City in 1790. Back then, the break lasted until December (it often took weeks to travel between New York and some Southern states). Throughout much of the 19th century, Congress adjourned in June or July to escape the heat of Washington summers. Beginning in 1911, however, Congress met frequently in the summer months, particularly during both world wars. Since 1970 the August break has been congressionally mandated, but exceptions are still made in times of war or to wrap up unfinished business. In 1994, Congress reluctantly worked through August to pass Clinton's crime bill.

So what do members do when they're not legislating? Any time not spent on the Hill can be spent fundraising, although outside of election years, August is a slow month for events. Some members go on official trips, visiting troops or joining fact-finding missions or trade delegations. This year several lawmakers will spend their time stumping for (or against) President Obama's health-care plan. Once that's all done, though, many take actual vacations: Arizona Representative Raul Grijalva plans to spend four days in a cabin near the Grand Canyon. There he will "read a book that is pointless and have no phone service," he says. "Perfect." —BY JAY NEWTON-SMALL

**Built on a swamp** Early on, Congress left to avoid the heat. Now recess is a legally mandated five-week break

### SEE YOU IN THE FALL

**1790** The second session of the first Congress breaks from August to December

**1800** The capital moves to Washington; summer heat prompts a traditional recess



**1861** Abraham Lincoln calls Congress back into session in July to discuss Civil War measures

**1970** The Legislative Reorganization Act stipulates that both chambers shall adjourn "not later than July 31 of each year"

**2009** The 111th Congress recesses after meeting for 115 days—the most in a President's first year since Jimmy Carter



## THE SKIMMER



### Imperial

By William T. Vollmann;  
Viking: 1,306 pages

LIKE A MAP WITH A SCALE of 1:1, *Imperial* is practically the size of the territory it describes: Imperial County, in southwestern California, right on the Mexican border. It's a bizarre book, but then, Imperial is a bizarre place. Home to such oddities as Slab City and the Salton Sea, it's an arid region caught in a cycle of convulsive agricultural booms and busts driven by massive irrigation projects and abetted by copious supplies of undocumented immigrant labor. A combination history book, documentary, autobiography and topographical survey, *Imperial* is Vollmann's obsessive, strangely engrossing attempt to articulate the whole twisted truth of this scrap of cursed earth, where every square foot is soaked in blood and money and despair. It doesn't come easily. "This is a secret, secret place," an Imperial resident tells Vollmann. "In a way, it's like the Nam. Just like the old guys don't make friends with the new guys—because most of 'em won't make it—here in the Imperial Valley you've got to ride out two summers before you're in." *Imperial* is about as close to "in" as most of us are ever likely to get. —BY LEV GROSSMAN

### READ

✓

### TOSS

## WHITE HOUSE MEMO

# The First Duffer. What Barack Obama's little-known habits on the links reveal about his approach to the presidency

BY MICHAEL SCHERER



**Power game** Obama and Biden practice their putting on the green that Eisenhower built

PRESIDENTS, LIKE NORMAL PEOPLE, TEND to seek in others what they admire about themselves. Which brings us to the par-5 12th hole at Woodlawn golf course in Fort Belvoir, Va., on Father's Day. Vice President Joe Biden, an 8 handicap, has leaked a 3-wood into the trees near the green. He stands amid the underbrush, talking with his match-play teammate, the President of the United States.

Take a drop or risk the trees? A few inches off either way, and the ball will ricochet into the forest. The stakes aren't high: Barack Obama, who has golfed almost every weekend since it got hot in Washington, plays a dollar a hole. But these leaders have more than money on the line. They are facing down their aides, men a fraction of their age. And no one wants to lose.

After a time, Obama steps away, and Biden reaches for his wedge. The

ball miraculously splits the trunks and bounds onto the green, less than 20 feet from the pin. Amid the caravan of golf carts, including those of the Secret Service detail, a doctor and the ever present nuclear-code-toting military aide, there is an eruption of applause. "Calm under pressure," Obama calls out, bequeathing to Biden his own most valued attribute. "That's why he's my Vice President."

Since Dwight Eisenhower evicted the South Lawn squirrels tearing up his putting green, every President but Jimmy Carter has been a golfer. John Kennedy was known for low scores and a graceful swing. Ronald Reagan, whose scores were a state secret, putted down the aisle of Air Force One. Bill Clinton established a reputation for fudging his score—cheating, some said—in rounds with campaign donors while chewing an unlit cigar on the tee. George W. Bush played the way his father H.W. did, like a race against time, until the last years in office, when the son banned himself from the game because he didn't want to send the "wrong signal" to the mothers of the Iraq-war dead.

Obama, who took up golf in his mid-30s as a relaxing alternative to basketball, did not find much time to play

during the campaign. But now that his game is out of the closet, it is clear that he duffs in much the same way that he tries to govern. "You can really tell a person's personality by the way he plays golf," says Wellington Wilson, a longtime golf buddy. "He just goes with the flow. Not too high. Not too low."

Whereas Clinton was known to shout, curse and rehit balls until he liked his shot, Obama never cuts a corner in golf, say his companions. No mulligans. No five-foot gimme putts on the green. "I've never seen him get to the point where he just picks up," says Marvin Nicholson, the White House trip director and a regular partner. "I've seen him write a 10 down. I've seen him write an 11 down."

But that doesn't mean the President always behaves like a gentleman. As in basketball, Obama is a trash talk enthusiast who tries to get into the heads of his opponents and sucker them into taking more difficult shots. "He is very strategic about his use of it," says Eugene Kang, the 25-year-old White House special projects coordinator, who played with the President at Andrews Air Force Base in late June. "It's always fun to make the putt and give him a nice little look at the end."

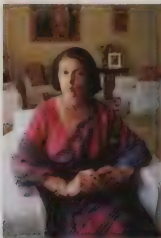
The jawing can get especially fierce when the opponent is press secretary Robert Gibbs, with whom Obama shares some golfing characteristics. "His game is severely handicapped, as is mine," Gibbs says. (Estimates of the POTUS handicap, for which there is no official documentation, vary from 16 to 24.)

Most of the President's longtime golfing buddies say the First Game is improving. After a brief flirtation with a new Nike driver, Obama has returned to his Titleist and is still struggling to master his new hybrid woods. He putts solidly and is working on his bunker shots, once an Achilles' heel.

The President keeps the game in perspective. Most days Obama does not win or lose more than a few dollars. The Father's Day outing ended with Biden and Obama each collecting \$2, though Biden paid for the hot dogs after the front nine. Wilson, who has been playing with Obama since 1999, keeps all his Obama winnings in an envelope, which he has promised as a college fund for Sasha and Malia. As of early July, the envelope contained \$2.25.

**Unlike some of his predecessors, Obama never cuts a corner at golf: no mulligans or five-foot gimme putts**

# Milestones



## Gayatri Devi

ON A 1962 TRIP TO INDIA, Jacqueline Kennedy visited one of the few women in the world who might be considered her peer in the pantheon of legendary beauties: Gayatri Devi, who died July 29 at age 90. Like Kennedy, Devi entered public life through marriage, when she

became the third wife of the maharaja of Jaipur in 1940. But unlike the First Lady, Devi never left it. Willowy and doe-eyed, she was a thoroughly modern princess who served three terms in Parliament, crusaded for girls' education and adapted her sense of noblesse oblige to India's changing realities.

Devi, known to her friends as Ayesha, was born into the royal family of tiny Cooch Behar in eastern India. In her autobiography, she recalled an idyllic childhood of English governesses, big-game hunting and finishing school in Switzerland. Her mother, a daring socialite in her own right, disapproved of Devi's joining the orthodox royal house of Jaipur, whose women lived in purdah—hidden from the gaze of men outside their families.



But Devi had already fallen in love with the jet-setting, polo-playing maharaja, and she soon made Jaipur her own. She started an elite girls' school, correctly surmising that it would help end the practice of purdah, and entered politics as a passionate opponent of Prime Minister Jawaharlal Nehru's socialist policies.

In recent years, as India embraced the free-market philosophy she championed, Devi—disillusioned by political corruption and the decay of her beloved city—devoted herself to charitable work. "Jaipur is ruined," she said in a 2006 interview. "Everybody's just making money." The feudal excess of its royal past had been replaced by the excesses of concentrated wealth and power, and the love of a princess wasn't enough to save it. —BY JYOTI THOTTAM



## Naomi Sims

TALL, STRIKING, CONFIDENT and chiseled, Naomi Sims forever changed how America defines beauty. Sims, who died Aug. 1 of cancer at age 61, was one of the first black supermodels, and her appearance on the cover of *Ladies' Home Journal* in 1968 broke the color barrier for major women's magazines. She was not the

only successful black model of that era—Donyale Luna was another—but she was the first darker-skinned beauty to enjoy such success.

Born in Oxford, Miss., in 1948, Sims endured a troubled childhood in Pittsburgh, Pa., that included time spent in foster

care. (She later credited her upbringing with fueling her drive and determination.) When she arrived in New York City in 1966, modeling agencies turned her down, pronouncing her "too dark." Undeterred, Sims forged ahead on her own, landing a photo spread with the *New York Times* by contacting a photographer directly.

At a time when "Black is beautiful" was becoming a rallying cry, Sims helped illustrate the mantra for people of all colors. But for those with darker skin, she was a revelation, a woman who opened the runway door and made

it possible for brown girls everywhere to embrace their beauty. —BY KELI GOFF



Goff is an author and a political commentator

**DIED** Though his renovation of the Guggenheim Museum in New York City drew mixed reviews, Modernist architect **Charles Gwathmey**, 71, counted among his fans Hollywood A-listers like Jerry Seinfeld and Steven Spielberg, for whom he designed lavish homes.



■ One of the nation's first televangelists, **F.J. Elkerenkotter II**, 74, better known as the Rev. Ike, spread his gospel of material wealth to millions of viewers with proclamations like "Jesus was a capitalist." His opulent lifestyle, bankrolled by church donations, included several mansions and a fleet of Rolls-Royces. "My garage runneth over," he once quipped.

■ Soccer coach **Bobby Robson**, 76, was so revered in England



that Queen Elizabeth II knighted him in 2002 for his service to the sport. 12 years after he led the nation to its second World Cup semifinal.

■ As a prisoner at Auschwitz, **Dina Babbitt**, 86, was ordered by Nazi physician Josef Mengele to create portraits of his patients. In exchange, her life and her mother's were spared. Babbitt later inspired Holocaust survivors by fighting to reclaim the paintings.

**FOUND** The remains of U.S. Navy Captain **Michael Scott Speicher**, the first combat casualty of Operation Desert Storm, were discovered in Iraq 18 years after his plane was shot down the first night of the Gulf War.

**RESTRICTED** Citing security concerns, the

U.S. Marine Corps announced an immediate ban on social-networking sites like Facebook.







**The contender** In filing her candidacy in 1985, Aquino wrote "housewife" as her occupation

#### APPRECIATION

## The Saint of Democracy.

With People Power, Corazon Aquino inspired the world

BY HOWARD CHUA-EOAN

POLITICAL SAINTHOOD IS A gift from heaven with a Cinderella deadline: once midnight strikes, you're a pumpkin. But for Corazon Aquino, the former Philippine President, who died Aug. 1 at 76, midnight always threatened but never struck. In a world where virtue never guarantees success, she was a good woman whose goodness alone proved just enough to save her country.

Corazon Cojuangco was born into one of the wealthiest families in the islands. Fated to be married off in one dynastic match or other, she was courted by and fell in love with Benigno (Ninoy) Aquino Jr., an ambitious journalist turned politician whose own family was as illustrious though not quite as wealthy as her baronial clan. The marriage would

help propel Benigno's career: "Cory" became a cipher at his side, the highborn wife whose social ministrations at political sessions flattered her husband's supporters. His popularity inevitably drew the ire of Ferdinand Marcos, who threw the opposition leader in jail on assuming dictatorial power in 1972.

Cory, who smuggled Ninoy's messages out of prison and raised funds for the opposition, would have remained his faithful instrument were it not for the fateful events of Aug. 21, 1983. Returning to the Philippines after three years of exile in the U.S., Ninoy was shot dead before he could set foot on the tarmac of Manila's international airport. His devout and stoic Roman Catholic widow became both the incarnation of a

pious country that had itself suffered silently through more than a decade of autocratic rule—and, against her will, its greatest hope. Millions lined Benigno's funeral route, repeating his wife's name as if saying the rosary: "Cory, Cory, Cory."

While Filipinos already saw her as a leader, she declined the role until November 1985, when Marcos called snap presidential elections to reaffirm his mandate. Though hampered by the government's near monopoly of the media, the Aquino campaign attracted millions of fervent supporters, all decked out in yellow, the reluctant candidate's favorite color. And when Marcos cheated her of victory in the February 1986 vote, the outcry was tremendous. Millions of protesters crammed the

streets in a manifestation of what she called People Power, chanting the now familiar mantra: "Cory, Cory, Cory." Nuns armed with rosaries knelt in front of tanks, stopping them in their tracks.

After four days of rebellion, Marcos was whisked off to exile in Hawaii, and Aquino was proclaimed President. *TIME* named her Woman of the Year in 1986, the first female to hold the distinction on her own since the newly crowned Queen Elizabeth in 1952.

To govern the Philippines, she needed all the goodwill she could muster. The country was one breath away from the economic morgue, its democracy built on reeds. Aquino survived eight coup attempts. She was convinced that her presidency was divinely inspired, even as her political foes mocked her piety. "If the country needs me," she said, "God will spare me." She proved God right and her critics wrong. In 1992 she passed the presidency to the democratically elected Fidel Ramos.

Every so often she'd emerge from private life to warn her successors to behave. She participated in another People Power revolt that deposed the inept government of Joseph Estrada, and she joined demonstrations to warn current President Gloria Macapagal Arroyo not to rewrite the constitution to extend her term. Whenever the country appeared to be in a crisis, Cory Aquino rose to remind Filipinos that they once astonished the world with their bravery—and that they could do it again. In a remarkable tribute, Marcos' son and daughter went to her wake. Vengeance, Aquino said, was never her priority. "I just wanted to restore our democracy, to continue Ninoy's fight." ■



*TIME's 1986 Woman of the Year*



# THE GOLF INDUSTRY

## BENEFITING SOCIETY, CREATING JOBS & PROTECTING THE ENVIRONMENT

Golf is a vital part of America's fabric - both as a recreational activity and spectator sport - and as a source of stable employment, environmental stewardship and charitable support.

The PGA of America and its allies in the sport communicate the many benefits of golf to governmental leaders at the national, state and local levels. With The PGA and the more than 28,000 men and women PGA Professionals at the forefront, golf proudly points to the following:

- The golf industry is responsible for 2 million jobs in the U.S., and total wage income of \$61 billion
- The total economic impact of golf in the U.S. in 2005, including direct, indirect and induced impacts, was \$195 billion
- Golf is responsible for raising approximately \$3.5 billion annually for charitable causes each year
- Golf supports inherently positive values - playing by the rules, integrity, sportsmanship - values which through organizations such as The First Tee have impacted the lives of millions of young people
- Golf courses preserve green space and provide habitat for native wildlife, while accounting for only 0.5% of the 408 billion gallons of water used daily in the United States.

Golf is a healthy, affordable and fun activity. Through industry-supported programs such as Get Golf Ready!, beginners can tap in to the passion shared by the more than 27 million golfers in the U.S. in a relaxed, enjoyable and budget-conscious format.

To learn more about the values of golf, and how to get more golf into your life, The PGA encourages you to visit [PlayGolfAmerica.com](http://PlayGolfAmerica.com).



**PGA**



Padraig Harrington and Tiger Woods, the 2008 and 2007 PGA Champions, respectively, will lead a stellar field at Hazeltine National Golf Club.



## THE 91<sup>ST</sup> PGA CHAMPIONSHIP

THE SEASON'S FINAL MAJOR,  
GLORY'S LAST SHOT

The 91st PGA Championship, to be held Aug. 13-16 at Hazeltine National Golf Club in Chaska, Minn., brings together the strongest all-professional field in golf, with the world's best players in hot pursuit of the Wanamaker Trophy.

PGA Champion Padraig Harrington will defend at Hazeltine National, where, seven years ago, Rich Beem held off a charging Tiger Woods to claim his only major championship victory. After missing the opportunity to defend his title in 2008, Tiger will make his PGA Championship return gunning for his fifth title, which would tie the all-time mark set by Walter Hagen and Jack Nicklaus.

There are also 20 PGA Club Professionals who have earned their way into the 2009 PGA Championship, thanks to their performances earlier this summer at the PGA Professional National Championship. Follow all the action through [PGA.com](http://PGA.com) and on the live broadcasts on TNT and CBS Sports.

"The Season's Final Major, Glory's Last Shot." The 91st PGA Championship from Hazeltine National. Make sure you experience history.

### WATCH THE DRAMA LIVE

THURSDAY, AUGUST 13	2-8PM/ET
FRIDAY, AUGUST 14	2-8PM/ET
SATURDAY, AUGUST 15	11AM-2PM/ET
SUNDAY, AUGUST 16	11AM-2PM/ET

SATURDAY, AUGUST 15	2-7PM/ET
SUNDAY, AUGUST 16	2-7PM/ET



# More than 2 billion people worldwide could get it. Hundreds of schools may shut down. And 160 million Americans will need to be vaccinated—twice.

## Inside the fight against a flu pandemic

BY MICHAEL SCHERER

**A**S THEY HAVE FOR MOST OF the past 87 years, hundreds of children from across the Eastern seaboard arrived in June at Camp Modin in Belgrade, Maine, carrying flip-flops, sleeping bags and swimsuits. But they also carried something new. First there was one fever, then six, then nine campers in a single day. By the end of the first full week, dozens of kids were sleeping on state-issued cots in a specially quarantined cabin, waiting out a pandemic flu virus that is barnstorming its way across the globe. Camp Modin was not alone; so far this summer, at least 80 camps in 40 states,

including a full quarter of Maine's residential summer camps, have reportedly been hit by the bug known worldwide as H1N1. U.S. health officials were struck by a trend they regarded as unusual and troubling: a flu outbreak in the middle of summer.

Just a few weeks after the Modin quarantine, senior officials from across the government gathered in the basement of the West Wing to begin planning for the siege to come. On the flat-screen televisions embedded in the soundproof walls, a PowerPoint slide flashed the human toll of previous epidemic flus: more than 600,000 Americans died in the 1918





# Mapping Swine Flu

The H1N1 virus is unpredictable, evolving and widespread. Declared a global pandemic in June, the flu is expected to stress U.S. schools, health-care systems and the economy this fall. A look at where it has spread so far—and who is vulnerable

## WHERE IT HAS SPREAD

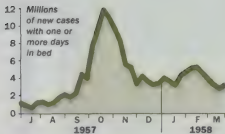
### WORLDWIDE

H1N1 is now the dominant flu strain in Argentina, Australia, Brazil, Chile and New Zealand. Before countries stopped tracking numbers this summer, health officials in the Americas reported five times as many cases as their European counterparts. African nations reported the fewest cases.



## FLAT ON OUR BACKS?

During the 1957-58 Asian-flu outbreak, cases of respiratory diseases, including influenza, spiked shortly after the school year began, a pattern that could occur again this year.



### U.S.

The CDC estimates over 1 million cases in the U.S. Outbreaks were reported this summer in at least 80 camps in 40 states, including a quarter of Maine's residential summer camps. At Camp Modin, right, 1 in 5 campers and staffers fell ill, but a quick and effective response contained the virus.



## WHO IS MOST AFFECTED?

Each strain of influenza affects age groups differently. So far, swine flu seems to primarily target the young.

### SEASONAL FLU\*

% of all ages hospitalized

#### AGE

16%

3%

3%

19%

15%

44%

0-4

5-9

10-17

18-49

50-64

65+

### SWINE FLU\*\*

% of all ages hospitalized

22%

19%

15%

31%

10%

3%

\*Based on 3,930 cases from 2007-08

\*\*Based on 312 cases from April 15 to June 30, 2009

Sources: CDC, American Journal of Hygiene

pandemic, 70,000 "excess" deaths resulted from the Asian flu in 1957, and there were 34,000 deaths after the Hong Kong flu hit in 1968. Next to the 2009-10 H1N1 pandemic, the screens showed nothing but a series of question marks. The punctuation was designed to make a larger point. As a senior official in charge of responding to the crisis later told TIME, "You are going to see a spike in deaths."

No one knows for sure what that spike will look like or how it will compare with the roughly 36,000 Americans who die each year from seasonal flu. But ever since the first case of H1N1 flu was reported in Mexico last March, the Obama Administration has been girding for a difficult fall and winter, which may see millions getting sick, overwhelmed hospitals, rolling closures of schools, disruption of workplaces, canceled public events and a death rate no one can predict. "We just don't know the magnitude of this," says Secretary of Education Arne Duncan, who has been working throughout the summer to prepare schools. "The unknown—that's what you worry about."

The good news is that H1N1 is not, so far, a particularly severe disease for those who are healthy. Through July, 353 Americans were confirmed to have died from the new flu out of an estimated 1 million infected. With the exception of certain populations—including pregnant women, children with chronic diseases and people with respiratory ailments—H1N1 tends to be no worse than the seasonal flu. A few days in bed and lots of liquids, and most patients get better. The bad news is that H1N1 is highly contagious and, unlike many other flus, is particularly hard on children and teens.

While H1N1 proved to be a manageable bug during the spring, U.S. officials are taking no chances as autumn, the traditional flu season, approaches. One pessimistic model from the Centers for Disease Control and Prevention (CDC) predicts that 40% of the nation could be struck—roughly 140 million people—with perhaps a six-figure death toll if a vaccination campaign is not successfully implemented. "To a lot of people, the flu went away," worries Kathleen Sebelius, Secretary of Health and Human Services, who received her first Situation Room flu briefing minutes after taking her oath in April. "Nothing could be further from the truth."

## The Mobilization

SEBELIUS SAYS THE MOST ACCURATE MODELING for the current virus is likely to be found in the 1957 flu epidemic. Like H1N1, that flu began early in the year on foreign

soil and was relatively quiet in the summer. Once school reconvened, however, it surged. As the disease peaked in October—between the launch of Sputnik and the release of the movie *Jailhouse Rock*—43% of Manhattan students and 11% of New York City teachers reported absent from school in a single day. By the time it dissipated, about 1 in 4 Americans had taken ill from the disease, though the vast majority recovered without any lasting harm, according to a study by the Center for Biodefense in Baltimore.

To better understand how this bug might move through the U.S. in coming months, officials have spent part of this summer monitoring the way H1N1 has been behaving during the southern hemisphere's winter months. It has been spreading fast, attendance has dropped at Patagonian ski resorts, and flu fears have crippled the Buenos Aires theater business. Across the region, countries are reporting that H1N1 has become the dominant strain of the flu season. But the most positive development is that the virus has so far not mutated—a fact that makes it possible for scientists to create a vaccine for it. All these developments are being tracked at the White House, where flu meetings happen usually twice a week in the Situation Room and President Barack Obama gets updates in the Oval Office every other day or so.

But with some schools opening this month, a few decisions must be made. If the virus does not mutate into something more deadly, federal officials will urge local schools to stay open unless so many children or staffers are sick that teaching becomes difficult. This is a change from the spring, when some school districts simply shut down for a week or more as students began getting symptoms. U.S. officials now believe wholesale shutdowns are unnecessary, given the fact that the bug is already so widespread, and potentially too disruptive. When schools close, many parents have to stay home from work, disabling an already fragile economy. Janet Napolitano, Secretary of the Department of Homeland Security, recommends that all families begin planning contingencies for handling a child who has to spend a week or more home from school. (Some schools may be advised to create quarantine areas for sick children whose parents cannot keep them at home.)

But the big move, which now appears likely, will be a decision by Washington to undertake potentially one of the largest and fastest public vaccination campaigns in U.S. history. Sometime in October and November, federal officials will probably recommend inoculating 160 million Americans who are most at risk of infection. Despite the fact that the shots will

## WHAT ABOUT VACCINATIONS?

# 160 million

Number of Americans the CDC recommends should receive H1N1 vaccinations

That's right! More than half the country

## WHO SHOULD BE VACCINATED?

The CDC says the following groups should get priority: pregnant women, health-care workers, people 6 months to 24 years of age, those who care for infants and those with chronic health conditions.

## WHAT SHOULD YOU DO?



## PREPARE FOR KIDS STAYING HOME

Since there's a strong chance that some schools could be forced to close for a time because of the flu, start getting your child-care plans ready in advance.

## PRACTICE PROPER HYGIENE

It sounds positively 19th century, but one of the best ways to keep yourself safe from the flu—or any infectious disease—is to wash your hands thoroughly and regularly. Clean surfaces at home and at the office as well—flu viruses can survive on them for up to 48 hours.

## STAY HOME IF YOU'RE SICK

Workplaces and schools are nexuses of infection. One sick worker or student can come in and spread the flu to all his or her colleagues. If you or your child has flu-like symptoms, stay home and stop the chain of infections.

## DON'T PANIC

Virologists like to say the only thing predictable about the flu is its unpredictability. At this point, we can't be sure how severe H1N1 will be in the fall. But overreaction—individually or as a country—will only make it worse.



The H1N1 virus

## How the Virus Works

H1N1 is an entirely new virus, but it still works the way past flus have—by invading the body cell by cell. The question is whether our immune systems can respond in time—and before the virus mutates.

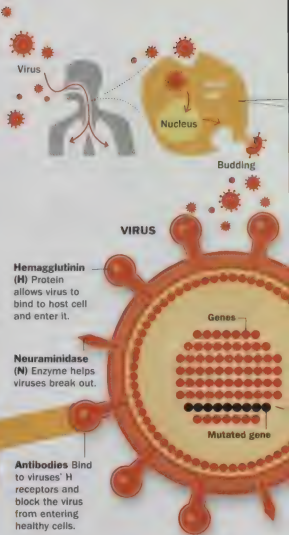
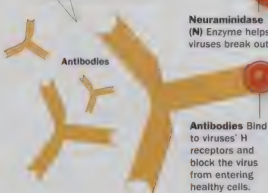
be free, the campaign will not be easy: last year only 40% of the U.S. population took the time to get a regular flu shot. And the H1N1 vaccine is going to require some commitment. Officials say health workers will need to administer at least two shots in the arm spaced four weeks apart before the end of the year.

Not everyone will be recommended for the H1N1 vaccine. The target group includes pregnant women, caretakers of infants, adults with chronic illnesses like diabetes and asthma and every child, teen and young adult between the ages of 6 months and 24 years. H1N1 is particularly tough on these populations. Pregnant women, for example, are more than four times as likely as others to be admitted to the hospital for the flu. Because the serum, which is still being developed, won't be ready until at least mid-October, full immunity may not kick in until early December—after the second doses are administered and an additional couple of weeks pass. "In all likelihood, this flu will hit before vaccine is available for people," explains Napolitano. "We are asking people to be resilient."

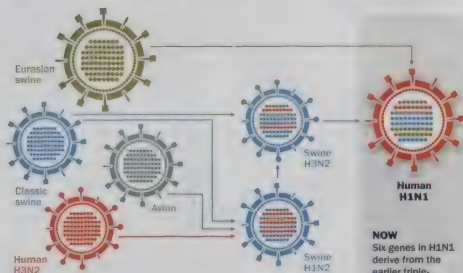
Translation: Everyone remain calm. Officials are working overtime to find health-care workers and public spaces to administer the vaccines this fall—and it will be a few weeks before more is known about where and when the shots will be given. The sheer size of the vaccination task causes some of the greatest concern for public-health experts, and it has begun to hit home for people like Kevin Sherin, the public health director in Orlando, Fla. He oversees a school system with about 175,000 students, a county with more than 1 million residents and a tourist industry that cycles through 49 million visitors in a typical year. He says he has eight nurses in the schools and 20 other nurses ready to do immunizations. But if they each spend five minutes per injection, it would take them a month and a half—working 24 hours a day—to deliver the vaccine to all the local students. "For most of the local health departments, they are not going to have the resources to do the job," Sherin says. "We are really going to be relying on volunteers to

### 2 THE BODY FIGHTS BACK

The immune system has several layers of defense, including killer T cells, which attack cells overcome by viruses. Eventually, new antibodies are created that can neutralize viruses before they infect cells.



## How the H1N1 virus evolved ...



### BEFORE 1990

The genes that make up the new H1N1 flu virus come from various swine and avian flus, along with the seasonal H3N2 human-flu virus.

### BEFORE 2000

In 1998 new "triple reassortant" flu viruses are found in pigs, with genes from avian, swine and human sources.

### NOW

Six genes in H1N1 derive from the earlier triple-reassortant swine viruses, and two genes come from Eurasian swine viruses, all mixing in an unknown host.



## 1 A VIRUS INVADES THE BODY

The flu virus usually enters the body through the respiratory tract. It then invades cells, using them to make more copies of itself. The cell releases the new viruses to infect more cells.

## 3 DRUGS CAN BE USED

There is no cure for viral infections, but antiviral drugs can lessen the severity and length of influenza. Tamiflu inhibits the N enzyme, preventing the flu virus from reproducing inside infected cells.

## 4 THE VIRUS CAN MUTATE

When reproducing, viruses can make mistakes in their genetic material or even reassort with other flu viruses. Mutation can create new viruses that the immune system can't recognize.

Antibody

## ... and what it could become next

### VIRUS STAYS THE SAME

The H1N1 virus could stay genetically stable, remaining highly infectious but not especially deadly.

### VIRUS BECOMES MORE VIRULENT

H1N1 could reassort with seasonal flu or the bird flu H5N1, potentially making it more lethal.

### VIRUS DISAPPEARS

H1N1 could mutate in such a way that it becomes less transmissible, but scientists say that is unlikely.

help us." In addition to turning to private-sector doctors and nurses to aide the effort, Sherin is looking into renting empty storefronts, reopening vacant schools and even using the downtown Amway Arena, home to the Orlando Magic, for mass-vaccination campaigns. "It could be a little bit of pandemic pandemonium in the beginning," he says.

Managing the public's need for reliable information may prove as big a challenge as injecting the vaccine into people's arms. For instance, antivirals like Tamiflu are recommended in some cases for family members of those already sick with flu but not for large populations, like schools, that may have flu circulating in their midst. (Officials worry that widespread prophylactic use of antivirals could deplete stockpiles for people who really need them and create more deadly flu strains in the long run.) Officials must also explain that the seasonal-flu vaccine, which is specifically recommended for more than half the U.S. population, is ready now, even though the shots for H1N1 will not be ready for months. People, officials say, should not wait to get their seasonal-flu shot.

The Federal Government has set up a central clearinghouse for flu information at flu.gov and a Twitter account with regular updates at @CDCemergency. Government officials don't underestimate the challenge of getting the word out about flu to non-English-speaking citizens and communities that are not regular viewers of prime-time press conferences or followers on Twitter. "Right in the middle of our biggest cities, where we assume everyone knows everything, there are people who don't have access to information," explains Bobby Pestronk, who directs a trade group of local health officials. "The new virus is exploiting weaknesses in the public-health system."

While Washington waits for vaccines, the government is moving toward a wartime footing. The Department of Education is encouraging schools to prepare take-home study packets so kids can continue learning if their schools close. The Department of Labor has been drafting guidance for employers who may be hit by thousands of parents who need to stay home with their kids. All of it is being done very quickly for a threat that is unknowable and, scientists say, fast approaching. "Early on, there were some folks who said you can't go out and talk about this because we don't have all the facts," says John Brennan, a former CIA official who is heading the White House flu task force. "We all agreed that we are not going to know all the facts."

## 'In all likelihood, this flu will hit before vaccine is available for people. We are asking people to be resilient.'

—JANET NAPOLITANO, HOMELAND SECURITY SECRETARY

The chief mantra for everyone—wash your hands, cough into your sleeve, stay home if you're sick—will be repeated endlessly over the coming months in ad campaigns, public-service announcements and the media. For instance, the current advice for healthy people who get a fever and cough without other serious complications, such as an inability to eat or drink or difficulty breathing, is to stay home and not visit doctors or hospitals, which may be overburdened dealing with people who are more severely sick. At the height of the spring flu outbreak, hospitals were overwhelmed by crowds, including large numbers of the so-called worried well, who, when they showed up en masse, had the ability to delay services for the seriously ill. But U.S. officials admit that today's guidance could change as conditions develop.

### Back to Normal in the Northeast

MEANWHILE, THINGS HAVE CALMED DOWN at Camp Modin. No child was hospitalized, even though about 1 in 5 of the campers and staffers came down with the illness. Quarantined campers were carefully screened for any rise in body temperature, and Tamiflu was broadly administered, despite federal recommendations. The pandemic was integrated into normal camp life, just another reality like bug bites and sunburn. "The kids made light of it. It was just the flu," says Howie Salzberg, the camp's director. To help pass the time, quarantined kids were given access to television, DVDs and video games, causing some healthier campers to feel jealous. "They were saying, 'How do I get sick?'" Salzberg says.

If the U.S. experience this fall mirrors what happened at Camp Modin, the virus may go down in history as a case study in preparedness. But with a once-in-a-generation bug on the loose and schools opening in the coming weeks, the drama known as H1N1 may just be starting. —WITH REPORTING BY ELIZABETH DIAS AND SOPHIA YAN/WASHINGTON

Sources: *New England Journal of Medicine*, *Nature* (WHO, CDC, TIME) Graphics by Lou Twetten and Bryan Walsh

# The Lion Of Harlem

Charles Rangel, the chairman of the House Ways and Means Committee, is under fire. So is the President's agenda

BY SHEELAH KOLHATKAR

**C**HARLES RANGEL WAS PACING outside a congressional meeting room where members of the House of Representatives were haggling over the health-care bill. Inside, a boiler-room atmosphere had developed: no one was allowed to leave for anything other than a bathroom break or a vote until committee members came up with a way to pay for the health-care legislation that was being hammered out in Congress. Maintaining his usual sartorial discipline, Rangel was wearing a pearl gray suit with a checkered tie and gold tie-pin; a crest of gray hair was slicked neatly over the top of his head, and a chunky opal ring twinkled on his right hand. But his eyes were beginning to resemble those of a bloodhound exhausted by the hunt. "We have to raise \$1.2 trillion," he said. "It's like pulling teeth. I haven't even talked to my wife in two days."

Ways and Means is one of Congress's most powerful clubs, the guardian of the federal tax code and the body responsible for finding a way to pay for anything Congress wants to do. The Obama Administration had counted on Rangel's committee to be a key linchpin in its push for health-care reform—which would also rank as Rangel's crowning legislative achievement. It hasn't worked out that way, at least not yet. Deeply split along party lines, the Ways and Means panel has become a target for critics who say Obama has allowed congressional Democrats to turn health-care reform into a partisan enterprise that will raise taxes on the rich without controlling costs or solving many of the health-care system's biggest problems. And it is the committee's chairman, the 20-term Congressman from Harlem, who is taking the most heat.

The first thing one notices about Ran-

gel is his appearance, with every hair carefully in place with the aid of a purple comb he keeps in his pocket. The second is the way he speaks: his voice is deep and raspy, and he expresses himself with a bluntness that suggests he's been around too long to care what people think. At 79, Rangel is one of Capitol Hill's oldest lions, with an impressive backstory that lends him stature with his colleagues. "As a leader in Congress, he's a respected voice," says House Speaker Nancy Pelosi.

Rangel has been in the House of Representatives since 1971 and on the committee since 1974. When he rose to chairman in 2007, Rangel became the first African American ever to hold the position. "To be the chairman of the House Ways and Means Committee is probably as close to being a major figure in a European monarchy as we have to offer," says Ross Baker, a political-science professor at Rutgers University. "The chairman is subject to the largest numbers of entreaties and colossal deference, because everybody has got a tax angle. It means you are paid court by every lobbyist in Washington."

It also means you have to watch your step. The job has been too much for men like Arkansas's Wilbur Mills and Illinois's Dan Rostenkowski, who in decades past let ethical errors derail their chairmanships. Lately, Rangel is seen to have stumbled as well. He has become the focus of several ethics scandals over matters ranging from the relatively petty to the potentially serious. Last summer, it was revealed that Rangel was occupying four apartments at below-market rents in a Harlem building owned by a prominent real estate developer. (He has since given up one apartment that he used as an office.) In September, he admitted he had neglected to pay some

**The Chairman** Rangel pushed through a health-care-tax bill only to see it widely criticized



taxes by failing to report \$75,000 in rental income earned from a beachfront villa he owns in the Dominican Republic. ("That was a big boo-boo," he acknowledged.) His fundraising for the Charles B. Rangel Center for Public Service at the City College of New York has been controversial, with accusations that Rangel improperly used congressional stationery to solicit donations and sought contributions from companies that had business before the Ways and Means Committee. ("Me writing a letter on behalf of a goddam college? Give me a break," he says dismissively.) In June, the House ethics committee launched yet another probe, this time into trips taken by Rangel and other lawmakers to the Caribbean. ("That's nothing," he says.)

Rangel insists the headlines aren't a distraction. But there is no question that the episodes have undercut his clout. The ethics committee was due to release its findings back in January, and Rangel is eager for the already overdue conclusion that he hopes will clear his name. "The worst that can happen is someone will say, 'Those bastards after you again, Rangel? When is it ever going to stop?'" he says. "I don't have a complaint now, except that it's taking too goddam long to review this thing and report back."

Rangel's ethics problems lingered as House leaders stepped up their drive to get some kind of health-care bill passed. After days of intense, closed-door talks, Rangel and his committee produced a bill that proposed paying for about half of the new health-care program's estimated \$1 trillion in costs by taxing individuals earning more than \$280,000 and couples earning more than \$350,000 annually. That proposal sparked an outcry. Pelosi then stepped back from the idea, arguing instead that only individuals earning more than \$500,000 and couples earning more than \$1 million be subject to the tax.

Rangel's defenders say the chairman was under pressure from House leaders to produce a measure to keep up the appearance of momentum, even if it had no political future. Rangel, they say, knows that his measure could eventually be watered down or just plain ignored by the White House. So Rangel played his part, aware that his maneuvering room is limited. "Our charge was to come up with a plan that insured almost 98% of the American people and to pay for it," says committee member Richard Neal. "We accomplished that." Now health-care reform hangs in the balance, and if it goes down, so too may Rangel's legacy. As Rangel put it during a car ride to La Guardia Airport from the National Association for the Advancement of Colored People's 100th-anniversary convention in Manhattan, "I



**Back home in Harlem** Rangel is shrewd, fearless and—at least for now—working under a cloud

want to be the guy who got this health bill out. That's what I want to be known for, not that they're out there attacking me."

If Rangel is now very much a product of the system, he started out as the ultimate Washington outsider. He grew up in Harlem and, after serving in Korea, put himself through college with assistance from the GI Bill. He went on to law school and was elected to Congress after defeating Adam Clayton Powell Jr. in the 1970 Democratic primary. He emerged by the mid-1980s as a shrewd and happy warrior, fearless in his defense of programs that aided the African-American and Hispanic voters who make up most of his New York City district. Though they vote Democratic by a ratio of at least 9 to 1, their man in Washington tangled nearly as often with the Clinton White House about various budget items as he had with its Republican predecessors.

When asked what he is likely to be remembered for, Rangel chortled. "Well, as Rhett Butler once said in *Gone With the Wind*, if I'm gone, quite frankly, I don't give a damn." He then went on to cite his push to remove tax benefits for U.S. corporations doing business in South Africa during apartheid as one of his most significant accomplishments. After the apartheid

bill passed, Rangel had the opportunity to meet with Nelson Mandela to discuss it. "In South Africa [the Rangel amendment] was known as the 'bloody Rangel amendment,'" Rangel says Mandela told him. "I could almost have cried."

Despite the problems he is having now, Rangel allies say he has other projects on his to-do list. Rangel plans to lay siege to the alternative minimum tax, which has a disproportionate impact on high-wage states such as New York and New Jersey. He is also eyeing a once-in-a-generation overhaul of the entire tax code, much like the one Congress enacted in 1986.

Those fights are months away. For now, the battle over health care seeps into every corner of Rangel's life. At the NAACP centennial celebration in July, he strutted around the New York Hilton, grabbing hands and slapping backs like a pasha, but the drama in Washington was never far away. He seemed to stop every few feet to pose for a photograph, his teeth gleaming like piano keys. He climbed onto the stage and delivered a speech with no notes, talking about the growth of the Congressional Black Caucus, which he helped found. Then, during the hurried walk to the car that was waiting to take him to the airport, Rangel's cell phone rang. It was Max Baucus, his Senate counterpart, calling to talk health care.

Rangel froze in the middle of the sidewalk. "It's a long way from here to signature," he said into the phone, looking serious. "Listen, Max, we can't afford that." He paused. A crowd gathered to stare, and people started snapping pictures. "You'll get nothing but support from me," Rangel continued. "I know what you're up against." ■

**'I want to be the guy who got this health bill out. That's what I want to be known for.'**

—REPRESENTATIVE CHARLES RANGEL, DEMOCRAT, NEW YORK





A: A shell phone.



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# Obamacare's Fatal Flaw

Democrats claim their plans will save money, but they have too many conflicting goals

THERE ARE TWO BASIC POINTS ABOUT health-care reform that President Obama wants to convey. The first is that, as he put it in an ABC special in June, "the status quo is untenable." Our health-care system is rife with "skewed incentives." It gives us "a whole bunch of care" that "may not be making us healthier." It generates too many specialists and not enough primary-care physicians. It is "bankrupting families," "bankrupting businesses" and "bankrupting our government at the state and federal level. So we know things are going to have to change."

Obama's second major point is that—to quote from the same broadcast—"if you are happy with your plan and you are happy with your doctor, then we don't want you to have to change... So what we're saying is, if you are happy with your plan and your doctor, you stick with it."

So the system is an unsustainable disaster, but you can keep your piece of it if you want. And the Democrats wonder why selling health-care reform to the public has been so hard?

Again and again, their effort has brought us into a land of paradoxes. Public skepticism is warranted when the President promises to cut costs while simultaneously providing coverage to nearly 50 million uninsured people. It is even more warranted when his congressional allies seek to raise taxes to pay for all the new spending that this cost-cutting entails. We aren't talking about short-term spending either; this isn't a trillion-dollar investment

**The reformers' speed belies their words. If health care is so important, why not take the time to do it right?**

in a new system that will ultimately save money. The Congressional Budget Office says the leading health-care reform proposals will increase health-care spending and make the budget harder to balance in the long run. Yet saving money is the President's principal stated rationale for reform.

Health-care reformers send out mixed messages on the uninsured as well. The moral imperative of improving their health care is what drives the passion



of most liberal activists for reform. But when you read the liberal policy analysts, it quickly becomes clear that getting young and healthy people to pay more in premiums than they will spend on medical expenses is the point of forcing them to buy insurance. Which is it? In aggregate, are we trying to rescue the uninsured or bilk them? Is reform something we are doing for them or to them?

The reformers' speed belies their words as well. If health-care reform is so critically important, as they keep insisting, why not take the time to get it right? Hard as it is to believe, at one point Obama was urging the House and Senate to pass legislation by three weeks after they began debating it.

One final contradiction may lie beneath all the others. Democrats, particularly those involved in health policy, were scarred by President Clinton's failure to achieve reform in 1994. They are determined to avoid a similar debacle. So on every procedural question, they have done the reverse of what he did.

**Everything is different this time—**everything, that is, except the plan. The Democrats are seeking mostly the same

policies they sought 15 years ago: mandates, regulations on insurance companies, new government-managed markets. The major difference is that this time they also want a "public option," an insurance program open to everyone and run by the government. Obamacare is Clinton-care with a little more liberalism.

The Democrats have apparently concluded that it was tactical blunders that sank Clinton. It wasn't. It was his plan. Like today's plans, it had too many conflicting goals.

Stanley Greenberg, who was polling for Clinton back then, recently reminded Democrats that the insured public in the early '90s just could not be persuaded

that the President was going to cut its costs by expanding coverage for others. No amount of clever strategizing is going to make the sales job easier this time. Instead, the President is in a series of double binds. The more he emphasizes how much has to change, for example, the more people are going to doubt his pledge that they can keep their doctor.

Congress may yet pass the health legislation Obama wants. If it does, that success will reflect the Democrats' numbers in Congress and their determination, not public enthusiasm. This time there is no barrage of Harry and Louise ads to blame. It is health-care reform's own contradictions that are causing it to sink.

# The China Model

While the West slumps, China's economy has quickly sprung back to life. What that does—and doesn't—say about the new economic order

BY BILL POWELL/SHANGHAI

**O**N A STEAMY SATURDAY AFTERNOON just outside Shanghai, Zhang Yi is in a blessedly cool General Motors showroom, kicking the tires of the company's newer models. He's not there to beat the heat. He drives a small Volkswagen and wants to upgrade. A middle manager at a state-owned steel company, Zhang has no worries about his job or China's economy. "Things are still pretty good. I have no problem now affording one of these," he says, nodding toward the array of gleaming new Buicks nearby.

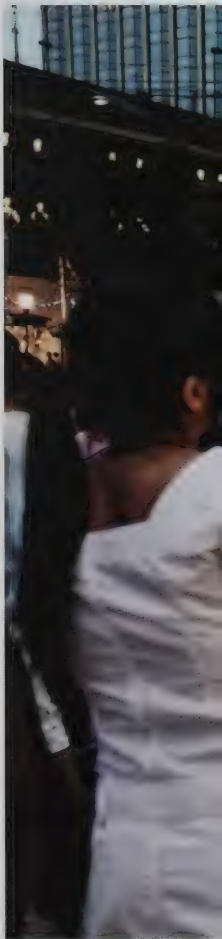
There aren't a lot of places in the world these days where consumers speak with that kind of confidence. While the U.S., Japan and all of Europe are mired in the worst global recession in 30 years, China has shown a restorative strength that six months ago many doubted it had. A devastating slump in exports crippled growth late last year, but on the back of a \$586 billion government-stimulus program—about 13% of GDP, spread over two years—China has snapped back. The economy grew 7.9% in the second quarter and will probably expand 8% or more this year. Evidence of increasing momentum appears almost every day. Factory production has begun to edge up, in part because Chinese consumers—unlike their shopping brethren in the developed world—continue to spend money at a healthy pace. Auto sales, helped significantly by government subsidies for small-car purchases, hit an all-time record in April and will easily surpass those in the U.S. this year. Overall, retail sales in China this year are up 16%.

The U.S., the unquestioned leader of the global economy, is in the midst of a

orienting shift in economic policy, away from the let-it-rip form of capitalism that has guided it for almost 30 years and toward more overt government control and regulation of huge swaths of the economy. That transformation is the stuff of increasingly fierce debate—between members of the Obama Administration's economic team who say government had to step in to rescue a global economy on the brink of disaster, and skeptics who believe soaring budget deficits and greater regulation will sap growth in the future. No such doubts are evident in China, where the government reacted to the crisis with alacrity, and the economy is responding in kind.

That's why, for global companies like General Motors, China is no longer the future. It's the present. Of the world's 10 biggest economies, China's is the only one that is growing. And if the trend continues, China could soon surpass Japan to become the world's second largest economy. The market capitalization of its stock markets is already bigger than Tokyo's; the Shanghai exchange has soared more than 80% this year, by far the best performance among major markets. Nations that depend on producing commodities, such as Australia and Brazil, have benefited immensely over the past six months, as demand from China has driven up the price of raw materials from iron ore to tin to copper. Helped by trade with China, Asia's export-driven economies are sputtering back to life. Overall, the International Monetary Fund (IMF) forecasts that in the three years from 2008 to 2010, China

**Growing needs** Chinese consumers, like these shoppers headed to a Shanghai mall, continue to spend at a healthy pace. Retail sales are up 16%







Photograph for TIME by David Hogsholt

will, astonishingly, account for almost three-quarters of the world's economic growth. Not surprisingly, China has become the focus of a world that is looking for a way out of the swamp. As Shanghai-based economist Andy Xie puts it, "Everyone wants to know the same thing: Can China save the world?"

### Trading Places

TO ANSWER THAT QUESTION, IT'S WORTH posing another one. Why has China's economy righted itself while the U.S. struggles? According to a recent study by the World Bank, Beijing's government spending will generate more than 80% of the country's overall economic growth this year, partly because China was already in the midst of a nationwide infrastructure program when the recession hit. Emergency spending measures passed late last year simply added to schemes already under way. In other words, the projects really were "shovel-ready," and the money hit the streets quickly—and in large dollops. Outlays on new railway construction, for example, were \$41 billion last year. They will be \$88 billion this year. Says a senior FORTUNE 500 executive: "In the U.S., NIMBY [not in my backyard] is still the order of the day, whereas in China it's more like IMBY. They build where they want, when they want. And they move fast."

China's recovery and growing economic importance have led some to suggest that global institutions like the Group of Eight—the U.S., the U.K., Canada, France, Germany, Italy, Japan and Russia—are becoming obsolete and that the only dialogue that really matters going forward is the conversation between the "G-2," China and the U.S. President Obama appeared to acknowledge this on July 27 when, addressing participants in high-level talks between the two countries, he said Washington's relationship with Beijing would "shape the 21st century."

What shape will it take? Beijing is just beginning to throw its weight around. China seeks—and will almost certainly soon get—greater voting rights in the IMF. In June, China agreed to buy up to \$50 billion in bonds issued by the IMF to boost the fund's capacity to deal with the global financial crisis. Earlier this year, Chinese leaders, worried about the strength of the U.S. dollar and the safety of its \$763.5 billion investment in U.S. Treasury Department debt, called for the creation of an alternative to the greenback as a global reserve currency. More recently, Beijing has signaled an intention to slowly establish its currency, the renminbi, as a dollar alternative in international trade by providing subsidies for Chinese companies to price

their exports in renminbi. This willingness to make its positions known publicly and push other governments to see things China's way "is very different from 10 years ago, when Beijing was much quieter and more low profile," says Jun Ma, an economist at Deutsche Bank in Hong Kong.

China is increasingly open about both its ambitions and its concerns over U.S. economic policy, given its position as Washington's largest foreign creditor. Beijing never signed on to what became known in the late 1990s as the Washington Consensus on global economic policy, which called for free trade, privatization, light-touch regulation, prudent fiscal policies and—at least as many interpreted the consensus—free capital flows. In the wake of the credit meltdown, the U.S. Treasury has put forward a plan to enhance regulation of its own capital markets, but that is unlikely to prevent Beijing from continuing to push for the IMF to take a greater role in policing global markets. At its core, despite embracing many aspects of the free market, China runs a top-down, command-and-control economy, and its success so far in skating through the recession relatively cleanly may encourage other developing countries to adopt its brand of capitalism. "I have no illusions that the United States and China will agree on every issue nor choose to see the world the same way," Obama said in his July 27 speech in Washington. "But that only makes dialogue more important."

### Not So Fast

PLENTY OF ECONOMISTS DOUBT THAT CHINA's economy is as sound as it appears or that it is truly on the road to a sustained recovery. China's overall economic vigor may continue to impress, but there are questions surrounding the quality of its performance. The People's Bank of China, the central bank, is giving great gobs of money to state-owned banks that, with Beijing's forceful encouragement, are lending to state-owned companies participating in infrastructure construction. Skeptics are frightened by the amount of cash being shoveled out the doors. The central bank recently announced that new loans in June totaled \$224 billion. That was more than double the previous month's amount and brought new bank lending in the first six months of the year to nearly \$1.1 trillion, exceeding the total for all of 2008.

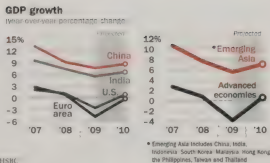
To optimists, the June data showed just how determined the Chinese government

**Building boom** China's \$586 billion stimulus has funded massive infrastructure projects like Balinghe Bridge in Guizhou province. Because many such projects were already under way, the money had an immediate impact





## Mind the Gaps. Led by China, Asia is outpacing the West ...



Sources: International Monetary Fund; HSBC

is to implement effective monetary countermeasures to fight the downturn. As Peking University finance professor Michael Pettis says, China is "throwing everything including the kitchen sink" at the problem. There's no question that as a result of the flood of financing, a lot of Chinese have jobs they otherwise wouldn't. But as *Grant's Interest Rate Observer*, an influential Wall Street newsletter, points out in its latest issue, "Massive injections of money and credit... are always bullish before they are bearish." The newsletter draws worrying parallels between China's current credit boom and the gush of lending that produced the U.S. housing bubble, the collapse of which devastated the financial sector and triggered the global credit crisis and current recession.

There are signs that some aspects of China's recovery are ephemeral. Part of the reason China's stock market has soared is that Chinese companies have received so much cheap financing that they have dumped proceeds into the equity market for lack of better alternatives. Andrew Barber, Asia strategist at Research Edge, an investment-research firm in New Haven, Conn., estimates that up to 30% of new bank lending this year has wound its way into equities. Why isn't the money going into new factories or businesses? The evidence suggests that in key parts of the economy, growth remains anemic, particularly the important export-manufacturing sector, which continues to suffer from the reduction in global demand. According to a report from Fitch Ratings in the U.S., Chinese lending continues to accelerate even though corporate profits overall are shrinking—which suggests China may be incubating its own financial crisis that could be triggered when the adrenaline rush of stimulus-spending wears off.

### Little Big China

THOSE CAVEATS ARE IMPORTANT, BUT China's technocrats are well aware of the risks they are running. "They came into this [crisis period] with eyes wide open," says Barber, recognizing that loans being granted in a relatively weak economic cli-

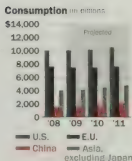
mate could start to go bad in droves. The country's once shaky financial sector was cleaned up several years ago—in 2007, non-performing loans amounted to just 3% of total bank assets—and vehicles set up to deal with China's last banking crisis still exist. In other words, Beijing thinks its financial system is strong enough to handle the risks of its very loose monetary policy.

Even if China's economy continues to power ahead, it will probably not, on its own, be enough to drag the rest of the world into a recovery. Size matters. The U.S. has a \$14 trillion economy; China's is \$4.4 trillion. The U.S. accounted for nearly 21% of global GDP last year; China just 6.4%. Chinese consumption, in other words, is growing—but is still insufficient to lift the world's advanced economies out of recession. Consumer spending drives less than 40% of China's GDP; in the U.S. before the bust, the consumer accounted for almost 70%. With American shoppers now on the sidelines—the U.S. savings rate has soared from zero to nearly 7% in the past nine months as consumers have closed their wallets—the world desperately needs someone to step into that void.

China can certainly help. But it remains a relatively poor country, with an annual per capita income of \$6,000, compared with \$39,000 in the U.S. and \$33,400 in the E.U. To be solidly middle class in China's big cities is to have an income of about \$12,000. Brisk though auto sales may be, most Chinese still can't afford a Volkswagen or a Buick, let alone a BMW. Even as China's consumers feel richer, their share of its economy may not change much until Beijing enacts reforms to the health-care and social-security systems, steps that would give ordinary Chinese more confidence to spend rather than save. Last year, says Peking University's Pettis, China's consumption was about the equivalent of France's. No one is calling on France to save the world.

China is still most concerned with saving itself economically—not anyone else. Beijing is most unnerved by the prospect of large-scale labor unrest of the sort that resulted in the death of a steel-company executive at the hands of a mob on July 24

## ... but Asian spending won't catch up anytime soon



in northeast China. Thousands of workers had taken to the street, fearing they were about to be laid off as a result of a merger.

China may not yet be ready to take on the mantle of global economic leadership, but both its rapid growth and its enormous population mean that day will come eventually. Its influence abroad is increasing, particularly in the poorer developing world, whose leaders see it surviving the current global recession with an economic model very different from the now discredited Washington "Consensus." Barring a sudden, unexpected economic reversal, that influence is only going to grow.

Beijing's emergence poses specific challenges to the U.S. Unlike Japan and Germany—whose own economic miracles in the second half of the 20th century challenged the U.S. economically—China is neither a democracy nor a firm ally of Washington's. It's already a great power, and it has the global ambitions to match, as its efforts to secure natural resources around the world attest. Sometimes U.S. interests and China's will coincide. Sometimes they won't. Already, critics contend that Beijing's aggressive pursuit of oil, gas and minerals helps prop up any number of malign regimes, from Iran to Sudan to Burma.

For now, the most important thing the U.S. can do in response to China's continued ascent is also the most obvious: it needs to restore its own economic brand. Instead of being in the position of a supplicant, borrowing billions from Beijing and getting laughed at in the process, it needs to slash its deficit. It might also, as General Electric's chief executive, Jeff Immelt, pointed out in a recent speech, "observe the example of China." Immelt noted that China has "no intention of letting up in manufacturing in order to evolve into a service economy. They know where the money is, and they aim to get there first." His point was clear: the U.S., still the world's leading manufacturer, needs to continue to innovate if it intends to stay ahead. China's economic rise may be close to inevitable. But the U.S.'s decline is not. —WITH REPORTING BY AUSTIN RAMZY/BEIJING





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# Why Exercise Won't Make You Thin

You've heard it for years: to lose weight, hit the gym. But while physical activity is crucial for good health, it doesn't always melt pounds—in fact, it can add them. Here's why

BY JOHN CLOUD

## **Pain—and then gain**

*Whether because exercise makes us hungry or because we want to reward ourselves, many people eat more (and eat worse) after going to the gym*



**Sugarcoated doughnut**  
200 calories



**A**S I WRITE THIS, TOMORROW IS Tuesday, which is a cardio day. I'll spend five minutes warming up on the VersaClimber, a towering machine that requires you to move your arms and legs simultaneously. Then I'll do 30 minutes on a stair mill. On Wednesday a personal trainer will work me like a farm animal for an hour, sometimes to the point that I am dizzy—an abuse for which I pay as much as I spend on groceries in a week. Thursday is "body wedge" class, which involves another exercise contraption, this one a large foam wedge from which I will push myself up in various hateful ways for an hour. Friday will bring a 5.5-mile run, the extra half-mile my grueling expiation of any gastronomical indulgences during the week.

I have exercised like this—obsessively, a bit grimly—for years, but recently I began to wonder: Why am I doing this? Except for a two-year period at the end of an unhappy relationship—a period when I self-medicated with lots of Italian desserts—I have never been overweight. One of the most widely accepted, commonly repeated assumptions in our culture is that if you exercise, you will lose weight. But I exercise all the time, and since I ended that relationship and cut most of those desserts, my weight has returned to the same 163 lb. it has been most of my adult life. I still have gut fat that hangs over my belt when I sit. Why isn't all the exercise wiping it out?

It's a question many of us could ask. More than 45 million Americans now belong to a health club, up from 23 million in 1993. We spend some \$19 billion a year on gym memberships. Of course, some people join and never go. Still, as one major study—the Minnesota Heart Survey—found, more of us at least *say* we exercise regularly. The survey ran from 1980, when only 47% of respondents said they engaged in regular exercise, to 2000, when the figure had grown to 57%.

And yet obesity figures have risen dramatically in the same period: a third of Americans are obese, and another third count as overweight by the Federal Government's definition. Yes, it's entirely possible that those of us who regularly go to the gym would weigh even more if we exercised less. But like many other people, I get hungry after I exercise, so I often eat more on the days I work out than on the days I don't. Could exercise actually be *keeping me from losing weight*?

The conventional wisdom that exercise is essential for shedding pounds is actually fairly new. As recently as the 1960s, doctors

routinely advised against rigorous exercise, particularly for older adults who could injure themselves. Today doctors encourage even their oldest patients to exercise, which is sound advice for many reasons: People who regularly exercise are at significantly lower risk for all manner of diseases—those of the heart in particular. They less often develop cancer, diabetes and many other illnesses. But the past few years of obesity research show that the role of exercise in weight loss has been wildly overstated.

"In general, for weight loss, exercise is pretty useless," says Eric Ravussin, chair in diabetes and metabolism at Louisiana State University and a prominent exercise researcher. Many recent studies have found that exercise isn't as important in helping people lose weight as you hear so regularly in gym advertisements or on shows like *The Biggest Loser*—or, for that matter, from magazines like this one.

The basic problem is that while it's true that exercise burns calories and that you must burn calories to lose weight, exercise has another effect: it can stimulate hunger. That causes us to eat more, which in turn can negate the weight-loss benefits we just accrued. Exercise, in other words, isn't necessarily helping us lose weight. It may even be making it harder.

### The Compensation Problem

EARLIER THIS YEAR, THE PEER-REVIEWED journal *PLoS ONE*—PLOS is the nonprofit Public Library of Science—published a remarkable study supervised by a colleague of Ravussin's, Dr. Timothy Church, who holds the rather grand title of chair in health wisdom at LSU. Church's team randomly assigned into four groups 464 overweight women who didn't regularly exercise. Women in three of the groups were asked to work out with a personal trainer for 72 min., 136 min., and 194 min. per week, respectively, for six months. Women in the fourth cluster, the control group, were told to maintain their usual physical-activity routines. All the women were asked not to change their dietary habits and to fill out monthly medical-symptom questionnaires.

The findings were surprising. On average, the women in all the groups, even the control group, lost weight, but the women who exercised—sweating it out with a trainer several days a week for six months—did not lose significantly more weight than the control subjects did. (The control-group women may have lost weight because they were filling out those regular health forms, which may have prompted them to consume fewer doughnuts.) Some of the women in each of the four groups actually gained weight, some more than 10 lb. each.

## Burning Calories

What it takes for a 154-lb., 30-year-old woman to work off a blueberry muffin



Lawn-mowing

**66**  
MIN.



Skating (fast)

**21**  
MIN.



Gardening

**66**  
MIN.



Lifting weights

**115**  
MIN.

What's going on here? Church calls it compensation, but you and I might know it as the lip-licking anticipation of perfectly salted, golden-brown French fries after a hard trip to the gym. Whether because exercise made them hungry or because they wanted to reward themselves (or both), most of the women who exercised ate more than they did before they started the experiment. Or they compensated in another way, by moving around a lot less than usual after they got home.

The findings are important because the government and various medical organizations routinely prescribe more and more exercise for those who want to lose weight. In 2007 the American College of Sports Medicine and the American Heart Association issued new guidelines stating that "to lose weight ... 60 to 90 minutes of physical

activity may be necessary." That's 60 to 90 minutes on *most* days of the week, a level that not only is unrealistic for those of us trying to keep or find a job but also could easily produce, on the basis of Church's data, ravenous compensatory eating.

It's true that after six months of working out, most of the exercisers in Church's study were able to trim their waistlines slightly—by about an inch. Even so, they lost no more overall body fat than the control group did. Why not?

Church, who is 41 and has lived in Baton Rouge for nearly three years, has a theory. "I see this anecdotally amongst, like, my wife's friends," he says. "They're like, 'Ah, I'm running an hour a day, and I'm not losing any weight.'" He asks them, "What are you doing after you run?" It turns out one group of friends was stopping at Starbucks

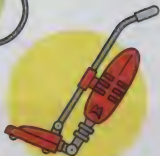
Source: U.S. Department of Agriculture Center for Nutrition Policy and Promotion





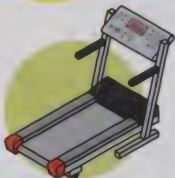
Cycling (easy pace)

**77**  
MIN.



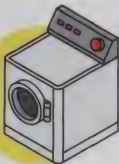
Vacuuming

**92**  
MIN.



Jogging (5 m.p.h.)

**33**  
MIN.



Folding laundry

**230**  
MIN.

Blueberry muffin  
360 calories

for muffins afterward. Says Church: "I don't think most people would appreciate that, wow, you only burned 200 or 300 calories, which you're going to neutralize with just half that muffin."

You might think half a muffin over an entire day wouldn't matter much, particularly if you exercise regularly. After all, doesn't exercise turn fat to muscle, and doesn't muscle process excess calories more efficiently than fat does?

Yes, although the muscle-fat relationship is often misunderstood. According to calculations published in the journal *Obesity Research* by a Columbia University team in 2001, a pound of muscle burns approximately six calories a day in a resting body, compared with the two calories that a pound of fat burns. Which means that after you work out hard enough to convert, say, 10 lb. of fat

to muscle—a major achievement—you would be able to eat only an extra 40 calories per day, about the amount in a teaspoon of butter, before beginning to gain weight. Good luck with that.

Fundamentally, humans are not a species that evolved to dispose of many extra calories beyond what we need to live. Rats, among other species, have a far greater capacity to cope with excess calories than we do because they have more of a dark-colored tissue called brown fat. Brown fat helps produce a protein that switches off little cellular units called mitochondria, which are the cells' power plants: they help turn nutrients into energy. When they're switched off, animals don't get an energy boost. Instead, the animals literally get warmer. And as their temperature rises, calories burn effortlessly.

Because rodents have a lot of brown fat, it's very difficult to make them obese, even when you force-feed them in labs. But humans—we're pathetic. We have so little brown fat that researchers didn't even report its existence in adults until earlier this year. That's one reason humans can gain weight with just an extra half-muffin a day: we almost instantly store most of the calories we don't need in our regular ("white") fat cells.

All this helps explain why our herculean exercise over the past 30 years—all the personal trainers, StairMasters and VersaClimbers; all the Pilates classes and yoga retreats and fat camps—hasn't made us thinner. After we exercise, we often crave sugary calories like those in muffins or in "sports" drinks like Gatorade. A standard 20-oz. bottle of Gatorade contains 130 calories. If you're hot and thirsty after a 20-minute run in summer heat, it's easy to guzzle that bottle in 20 seconds, in which case the caloric expenditure and the caloric intake are probably a wash. From a weight-loss perspective, you would have been better off sitting on the sofa knitting.

### Self-Control Is like a Muscle

MANY PEOPLE ASSUME THAT WEIGHT IS mostly a matter of willpower—that we can learn both to exercise and to avoid muffins and Gatorade. A few of us can, but evolution did not build us to do this for very long. In 2000 the journal *Psychological Bulletin* published a paper by psychologists Mark Muraven and Roy Baumeister in which they observed that self-control is like a muscle: it weakens each day after you use it. If you force yourself to jog for an hour, your self-regulatory capacity is proportionately enfeebled. Rather than lurching on a salad, you'll be more likely to opt for pizza.

Some of us can will ourselves to overcome our basic psychology, but most of us won't be very successful. "The most powerful determinant of your dietary intake is your energy expenditure," says Steven Gortmaker, who heads Harvard's Prevention Research Center on Nutrition and Physical Activity. "If you're more physically active, you're going to get hungry and eat more." Gortmaker, who has studied childhood obesity, is even suspicious of the playgrounds at fast-food restaurants. "Why would they build those?" he asks. "I know it sounds kind of like conspiracy theory, but you have to think, if a kid plays five minutes and burns 50 calories, he might then go inside and consume 500 calories or even 1,000."

Last year the *International Journal of Obesity* published a paper by Gortmaker and Kendrin Sonneville of Children's Hospital

Boston noting that "there is a widespread assumption that increasing activity will result in a net reduction in any energy gap"—energy gap being the term scientists use for the difference between the number of calories you use and the number you consume. But Gortmaker and Sonnevile found in their 18-month study of 538 students that when kids start to exercise, they end up eating more—not just a little more, but an average of 100 calories more than they had just burned.

If evolution didn't program us to lose weight through exercise, what did it program us to do? Doesn't exercise do anything?

Sure. It does plenty. In addition to enhancing heart health and helping prevent disease, exercise improves your mental health and cognitive ability. A study published in June in the journal *Neurology* found that older people who exercise at least once a week are 30% more likely to maintain cognitive function than those who exercise less. Another study, released by the University of Alberta a few weeks ago, found that people with chronic back pain who exercise four days a week have 36% less disability than those who exercise only two or three days a week.

But there's some confusion about whether it is exercise—sweaty, exhausting, hunger-producing bursts of activity done exclusively to benefit our health—that leads to all these benefits or something far simpler: regularly moving during our waking hours. We all need to move more—the Centers for Disease Control and Prevention says our leisure-time physical activity (including things like golfing, gardening and walking) has decreased since the late 1980s, right around the time the gym boom really exploded. But do we need to stress our bodies at the gym?

Look at kids. In May a team of researchers at Peninsula Medical School in the U.K. traveled to Amsterdam to present some surprising findings to the European Congress on Obesity. The Peninsula scientists had studied 206 kids, ages 7 to 11, at three schools in and around Plymouth, a city of 250,000 on the southern coast of England. Kids at the first school, an expensive private academy, got an average of 9.2 hours per week of scheduled, usually rigorous physical education. Kids at the two other schools—one in a village near Plymouth and the other an urban school—got just 2.4 hours and 1.7 hours of PE per week, respectively.

To understand just how much physical activity the kids were getting, the Peninsula team had them wear ActiGraphs, light but sophisticated devices that measure not only the amount of physical

movement the body engages in but also its intensity. During four one-week periods over consecutive school terms, the kids wore the ActiGraphs nearly every waking moment.

And no matter how much PE they got during school hours, when you look at the whole day, the kids from the three schools moved the same amount, at about the same intensity. The kids at the fancy private school underwent significantly more physical activity before 3 p.m., but overall they didn't move more. "Once they

cles but the brain's self-control "muscle" as well, many of us will feel greater entitlement to eat a bag of chips during that lazy time after we get back from the gym. This explains why exercise could make you heavier—or at least why even my wretched four hours of exercise a week aren't eliminating all my fat. It's likely that I am more sedentary during my non-exercise hours than I would be if I didn't exercise with such Puritan fury. If I exercised less, I might feel like walking more instead of hopping into a cab; I might have



Carefully calibrated Dr. Timothy Church, left, of the Pennington Biomedical Research Center in Baton Rouge.



get home, if they are very active in school, they are probably staying still a bit more because they've already expended so much energy," says Alissa Frémeaux, a biostatistician who helped conduct the study. "The others are more likely to grab a bike and run around after school."

Another British study, this one from the University of Exeter, found that kids who regularly move in short bursts—running to catch a ball, racing up and down stairs to collect toys—are just as healthy as kids who participate in sports that require vigorous, sustained exercise.

Could pushing people to exercise more actually be contributing to our obesity problem? In some respects, yes. Because exercise depletes not just the body's mus-

enough energy to shop for food, cook and then clean instead of ordering a satisfyingly greasy burrito.

### Closing the Energy Gap

THE PROBLEM ULTIMATELY IS ABOUT NOT exercise itself but the way we've come to define it. Many obesity researchers now believe that very frequent, low-level physical activity—the kind humans did for tens of thousands of years before the leaf blower was invented—may actually work better for us than the occasional bouts of exercise you get as a gym rat. "You cannot sit still all day long and then have 30 minutes of exercise without producing stress on the muscles," says Hans-Rudolf Berthoud, a neurobiologist at LSU's

Pennington Biomedical Research Center who has studied nutrition for 20 years. "The muscles will ache, and you may not want to move after. But to burn calories, the muscle movements don't have to be extreme. It would be better to distribute the movements throughout the day."

For his part, Berthoud rises at 5 a.m. to walk around his neighborhood several times. He also takes the stairs when possible. "Even if people can get out of their offices, out from in front of their computers, they go someplace like the mall and

themselves on the elliptical machine. A routine example: in June the Association for Psychological Science issued a news release saying that "physical exercise ... may indeed preserve or enhance various aspects of cognitive functioning." But in fact, those who had better cognitive function merely walked more and climbed more stairs. They didn't even walk faster; walking speed wasn't correlated with cognitive ability.

There's also growing evidence that when it comes to preventing certain diseases,

when a stout Bill Clinton became famous for his jogging and McDonald's habits, the *American Journal of Clinical Nutrition* published an article that began, "Recently, the interest in the potential of adding exercise to the treatment of obesity has increased." The article went on to note that incorporating exercise training into obesity treatment had led to "inconsistent" results. "The increased energy expenditure obtained by training may be compensated by a decrease in non-training physical activities," the authors wrote.

Then how did the exercise-to-lose-weight mantra become so ingrained? Public-health officials have been reluctant to downplay exercise because those who are more physically active are, overall, healthier. Plus, it's hard even for experts to renounce the notion that exercise is essential for weight loss. For years, psychologist Kelly Brownell ran a lab at Yale that treated obese patients with the standard, drilled-into-your-head combination of more exercise and less food. "What we found was that the treatment of obesity was very frustrating," he says. Only about 5% of participants could keep the weight off, and although those 5% were more likely to exercise than those who got fat again, Brownell says if he were running the program today, "I would probably reorient toward food and away from exercise." In 2005, Brownell co-founded Yale's Rudd Center for Food Policy and Obesity, which focuses on food marketing and public policy—not on encouraging more exercise.

Some research has found that the obese already "exercise" more than most of the rest of us. In May, Dr. Arn Eliasson of the Walter Reed Army Medical Center reported the results of a small study that found that overweight people actually expend significantly more calories every day than people of normal weight—3,064 vs. 2,080. He isn't the first researcher to reach this conclusion. As science writer Gary Taubes noted in his 2007 book *Good Calories, Bad Calories: Fats, Carbs, and the Controversial Science of Diet and Health*, "The obese tend to expend more energy than lean people of comparable height, sex, and bone structure, which means their metabolism is typically burning off more calories rather than less."

In short, it's what you eat, not how hard you try to work it off, that matters more in losing weight. You should exercise to improve your health, but be warned: fiery spurts of vigorous exercise could lead to weight gain. I love how exercise makes me feel, but tomorrow I might skip the VersaClimber—and skip the blueberry bar that is my usual postexercise reward. ■



...has shown that exercise does not always lead to weight loss. At right, his colleague conducts a stress test

then take the elevator," he says. "This is the real problem, not that we don't go to the gym enough."

I was skeptical when Berthoud said this. Don't you need to raise your heart rate and sweat in order to strengthen your cardiovascular system? Don't you need to push your muscles to the max in order to build them?

Actually, it's not clear that vigorous exercise like running carries more benefits than a moderately strenuous activity like walking while carrying groceries. You regularly hear about the benefits of exercise in news stories, but if you read the academic papers on which these stories are based, you frequently see that the research subjects who were studied didn't clobber

losing weight may be more important than improving cardiovascular health. In June, Northwestern University researchers released the results of the longest observational study ever to investigate the relationship between aerobic fitness and the development of diabetes. The results? Being aerobically fit was far less important than having a normal body mass index in preventing the disease. And as we have seen, exercise often does little to help heavy people reach a normal weight.

So why does the belief persist that exercise leads to weight loss, given all the scientific evidence to the contrary? Interestingly, until the 1970s, few obesity researchers promoted exercise as critical for weight reduction. As recently as 1992,

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FOOD, PAGE 52

# Life

□ MEDIA □ EDUCATION □ FOOD



## MEDIA

**Killing the News to Save It.** Ann Arbor is the first big town to lose its daily paper—now it's a laboratory for new media

BY BELINDA LUSCOMBE

WHEN LARRY KESTENBAUM, clerk of Washtenaw County, Michigan, was in Lansing for a meeting recently, he saw something unfamiliar on the faces of the other clerks: pity. Colleagues from hard-pressed towns like Flint, Jackson and Kalamazoo were offering

sympathy because, despite everything, they still had a local newspaper, while Ann Arbor, his county seat, did not.

At first blush, Ann Arbor is an unlikely place to earn the dubious distinction of being the first good-size municipality in the U.S. to give up on its only daily newspaper. As, as the town is known, is more

or less the beauty queen of Michigan: pretty, confident and seemingly immune to the problems of her peers. It still has a downtown with sidewalk cafés and quirky local stores. Its biggest employers are two universities and two hospitals, and it has weathered the recession better than most of the rest of the state. Nearly

half its residents have graduate degrees. How could the paper die in a place like this?

The answer is that it didn't die. It was killed by its owners in a high-stakes gamble to try to create a new and more profitable enterprise. (In the past nine years, the paper lost more than half its classified-ad pages.) The Ann Arbor News



**Final deadline** Tammie Graves, left, and Sonia Gottfried were two of the News's last 254 employees to lose jobs



#### PAPER SHORTAGE

The owners of the Ann Arbor News shut it and started a new website and a new (\$9 a month) twice-weekly paper, both called *AnnArbor.com*. Others are handling the crisis differently

#### RESTING IN PEACE

Denver's *Rocky Mountain News* stopped publishing after 149 years

#### STRUGGLING ON

Detroit's *News and Free Press*, as well as other Michigan local papers, are not being delivered as often

#### RECYCLED TO THE WEB

The Seattle *Post-Intelligencer* became a Web-only publication

ceased to exist on July 23. On July 24, *AnnArbor.com* was launched. The new website has a paper version—also called, oddly, *AnnArbor.com*—that comes out on Thursdays and Sundays. The News's owner, Advance Publications, is betting it can rebrand the 175-year-old *News* as a Web publication, turn a profit and still satisfy its readers' craving for local news. A lot of U.S. newspapers, and their readers, have a stake in whether the experiment in Ann Arbor succeeds.

A local newspaper is more than an organ for delivering news and information. It's a habit, a watering hole, a local landmark. It's a unifying force, even if that's just because, like a loud uncle, it gives everyone something to complain about. It's the hub that connects many people to their community. "The *News* was like an old friend. You weren't sure why you spent time with it, but you did, because it was such an old friend," says Charles Eisen-drath, who runs the Knight-Wallace Foundation at the University of Michigan. How does a city deal with that loss? What, if anything, is irreplaceable in the transition from print to Web?

Death's paperboy has been

tossing a lot of venerable titles onto the porch of history recently. The 146-year-old Seattle *Post-Intelligencer* and the 149-year-old *Rocky Mountain News* are gone. Dozens more are shadows of their former selves, their revenues and resources gutted by the flight of classifieds, the gasping economy and the hordes of websites competing for readers' attention. The best that most print publishers can do is try to slow the drain-circling while frantically figuring out how to make money on the Web. This means cutbacks, layoffs, misery.

Instead of stanching the blood, the Newhouse family, which owns Advance—a group that includes more than 20 daily newspapers across the country—is using Ann Arbor as a lab subject to see if it might hurt less to tear the Band-Aid off quickly. Fixed costs such as paper, printing and delivery have been drastically reduced. From a staff of 316 at the *News* in May 2008, *AnnArbor.com* has a full-time staff of approximately 60, about 35 of them "content creators" (reporters)—plus some 80 from the "preferred blogging community," the majority unpaid—"according to

CEO Matt Kraner. Rather than looking like a news media website, *AnnArbor.com* deliberately reads more like a social-media site, with equal weight given to reports on a new diner and the proposed city income tax. Ads—known as "deals"—are incorporated into the feed, and users can vote for their favorite, with the highest vote getter scoring a place on the cover of the Sunday hard-copy edition. Not exactly Pulitzer material—yet.

"Ann Arbor is an extremely Web-savvy market," says Kraner of why it was selected for this experiment, "probably the most Web-savvy Newhouse has. Secondly, with all the high-tech industries in this town, this market is very open to new ideas and new concepts. Third, we want to be the hub of connection. I don't know if you can find a market anywhere that has such passion for its community."

But passion cuts both ways. "It feels like they wrecked part of our community and built this shiny new thing," says Julie Weatherbee, 42, who works at the University of Michigan library. "And we don't want it." Weatherbee wasn't a huge fan of the old paper but thinks it could have been improved instead of destroyed—and that locals might stay away from *AnnArbor.com* because of what Advance did.

Besides, if there's anything *Ann Arbor* won't lack for, it's news. There's already at least one profitable local news site in town. Mary Morgan, 48, a former *News* staffer, and her husband Dave Askins, 44, started the *Ann Arbor Chronicle* last September. It specializes in long-form accounts of local council, school-board and other civic-association meetings. "I hand-tooled most of the HTML myself," says Askins. (He learned on his other site, Teeter Talk—word-for-word transcriptions of interviews with local figures on the couple's teeter-totter.) The *Chronicle*, says Morgan, has about 20,000 unique visitors a month and draws enough

advertisers and donations for the two of them to live off. "A lot of people don't want to read an 8,000-word piece on the city council," says Askins, smiling gently behind his foot-long beard and granny glasses, "but they want it to be there."

Some locals are seeing the loss as an opportunity. The folks behind the *Ann Arbor Observer*, a 33-year-old free monthly, hope to pick up some of the *News's* journalists and advertisers. Then there's the *Ann Arbor Journal*, a free weekly paper/website that started circulating to 20,000 homes three weeks before the *News* closed. Plus, the university has the *Michigan Daily*, which doesn't cover the town but keeps an eye on its biggest employer. All in all, there may eventually be more reporters covering Ann Arbor than before the newspaper was killed.

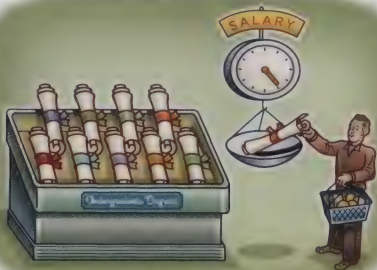
Still, for residents like Dave and Micki Moray, it's not the same. Every day they'd come home from work—he as a manager and she as a nurse at St. Joseph Mercy Hospital—pick up the paper, take it to the back porch and read. Dave, 58, was a *News* paperboy. The couple sold and bought cars for themselves and their daughters through the classifieds. The Morays are employed, active, avowed news junkies and won't read a newspaper online, because it feels like work.

"We're not against change. But just to have the rug pulled from under us like that—why didn't they tell us how bad it was?" says Dave. "I would have paid more for it." Now Dave buys one of the Detroit papers, usually at the newsstand because they deliver only three times a week. But it's not the same.

In a fragmented media universe where the battle will be fought for every eyeball, dedicated readers like the Morays are treasures. But their loyalty is hard-won. Whatever the ultimate outcome of the *Ann Arbor* community-content experiment, it's already proved one thing: the content part is easy; the community part is not. ■

## EDUCATION

# School Ranking\$. A website is ranking colleges by how much money alumni make—and is catching flak for it too



BY REBECCA KAPLAN

AMERICANS ARE SUCKERS FOR A GOOD ranking. Give people a copy of the annual *U.S. News & World Report* on the country's best colleges and you'll have them gloating, sulking and arguing over the results for hours. Ditto for the various lists put out by the Princeton Review. (Should Penn State really be this year's top-ranked party school? What happened, University of Florida?)

But for all the college rankings floating around, there's still one area students and parents can't find much concrete info about: how much an undergraduate degree will pay off. Enter PayScale.com, which claims to be the world's largest salary survey. Its 2009 College Salary Report uses data supplied by 1.2 million visitors who came to the site and plugged in all sorts of info to find out whether their salaries were in line with those of people doing the same kind of work in their geographic area.

When the list is sorted by school, Dartmouth College alumni lead the PayScale pack with a median midcareer salary of \$129,000. (The site defines midcareer as having a minimum of 10 years' experience.) Not far behind are the Massachusetts Institute of Technology, Harvard University and Harvey Mudd College (a small school with a big engineering pro-

gram). On the other end of the 600-school spectrum: South Dakota's Black Hills State University, whose midcareer graduates reportedly earn \$42,000 a year.

PayScale's college ranking, in its second year, is drawing fire for its methodology. Median salaries for smaller institutions—like Black Hills—can be based on as few as 100 people. And the salaries are not adjusted for factors like cost of living. Another problem with the ranking is that it excludes anyone with a graduate degree. As a result, a huge portion of alumni can be left out; a recent Dartmouth survey of its 2008 grads found that 80% of them were either attending graduate school or planning to apply in the next five years.

Al Lee, director of quantitative analysis for PayScale, defends the exclusion. He doesn't think it's fair, for example, to credit his undergraduate institution (Swarthmore College) for the salary premium he gets for having a Ph.D. from Yale University.

And he may be right about that. But what is this ranking really saying about higher education? That every student's goal should be to make as much money as possible, betterment of the world be damned? As Bruce Breimer, former director of college guidance at New York City's prestigious Collegiate School, says, "This is only one way to judge success." ■

## FOOD

# Urban Animal Husbandry. Why a growing number of city folk are turning their backyards into barnyards

BY JENINNE LEE-ST. JOHN

NIGERIAN DWARF GOATS GROW to only 21 in. tall, about equal to a medium-size dog. "But they have giant udders," says Novella Carpenter. She should know: she has six goats that together provide a quart of milk a day, which she drinks and uses to make cheese and butter. And when the bleating beauties are not grazing in her 1,000-sq.-ft. yard, they're hanging out on the porch of her second-floor apartment in the middle of Oakland, Calif.

Carpenter, a city dweller who in recent years has tried her hand at raising turkeys (she got three day-old poults for \$2 each) and pigs (which she fattened to 300 lb.) for dinner, says she turned to milk-producing goats because "I decided I needed a more long-term relationship." The author of the new *Farm City: The Education of an Urban Farmer*, she is eager to help others get into what she describes as a "hobby that involves sex and birth and death and life."

There have been lots of stories lately about chicken coops' becoming a new urban and suburban accessory. But Carpenter considers the squawking hen "the urban-farming gateway animal," the first occupant of a big metropolitan menagerie. Among eco-foodies, the hottest urban livestock bleat, quack, gobble, oink, buzz and... well, whatever noise rabbits make. Just ask the folks at Seattle Tilth,



**Metropolitan menagerie** Novella Carpenter at home in Oakland, Calif.

a composting and gardening nonprofit that this summer added goat sheds and pens to its long-standing local chicken-coop tour. Or ask the participants in Detroit's Garden Resource Program, which recently launched bee-keeping classes and saw them fill up immediately. Even the so-called Chicken Whisperer, a.k.a. Andy Schneider, who hosts an urbane chicken radio show six days a week from suburban Atlanta, is branching out. He is planning an

episode on turkeys after fielding so many questions about them from listeners.

The growing popularity of raising barnyard animals in backyards—or indoors (at least two companies, Chicken Diapers.com and MyPet Chickens.com, sell nappies to people who want their birds to bunk with them)—has forced many municipalities across the country to statutorily reckon with allowing livestock within city limits. But legal or not, urban animal

## CITY LIMITS

3

Number of miniature goats allowed on a 5,000-sq.-ft. property in Seattle

75

Number of rabbits allowed on a residential property in Atlanta

20 ft.

Distance that enclosures for geese, chicken and other fowl must be from any dwelling in Oakland; roosters are not allowed

husbandry is gaining cachet. That's not only because of the desire to eat local and organic but also because the shaky economy has more people wanting to be more self-sufficient. Says Seattle Tilth garden educator Carey Thornton: "Food you raise yourself just tastes better."

Most newbies keep chickens for eggs. Schneider's organization, Backyard Poultry, has groups in 19 cities in the U.S. and four outside the country; of the 700 members in Atlanta, for example, only five raise hens for consumption. Miniature goats are usually kept for milk and weed-eating; bees, for honey and pollination.

But the truly hard-core urban farmers are plumping

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AS WE'VE KNOWN IT.  
**BUT IT ISN'T**  
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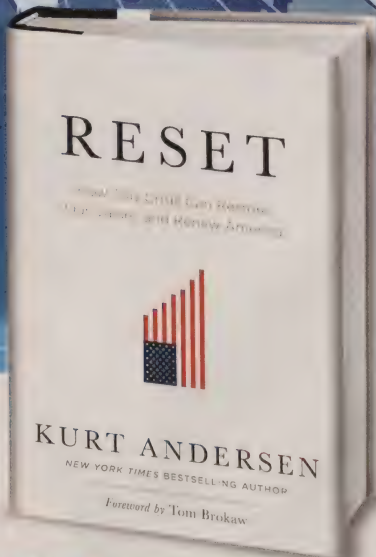
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nation's current crisis is actually

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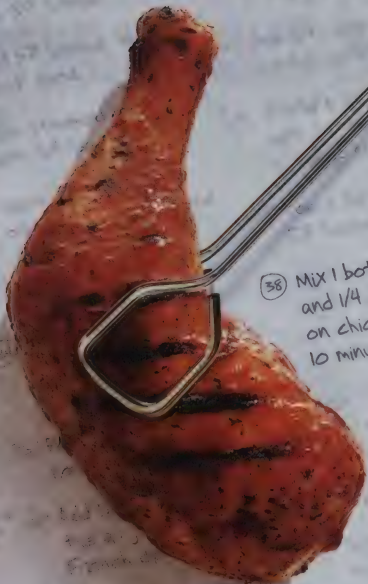
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38 Mix 1 bottle 57 Sauce and 1/4 cup honey; brush on chicken during last 10 minutes of grilling.



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their animals for meat, shortening the food-supply chain and being responsible carnivores. "It's empowering," says Carpenter, who is nurturing 10 bunnies to eat. "People want to own their meat-eating."

Of course, not everyone wants to get that close to their food sources. Dwarf goats in particular have been a point of contention. They smell bad and can wreak havoc if they escape, opponents say; some also worry that allowing goats will pave the way for legalizing llamas and cows in cities. Goat advocates, who note that only horned males emit musk, say the ruminants are gentle enough to be walked on a leash and that they generate high-quality manure, which can be used as fertilizer.

The movement has led to heated debates in city-council meetings over the definitions of *livestock*, *small animals* and *farm animals*. The result: a hodgepodge of animal-ownership laws across the nation and even within a state. This spring in North Carolina, for example, Asheville voted to allow temporary permits for goats to clear vegetation, while Charlotte banned them from properties smaller than a quarter of an acre—despite supporters showing up at a city-council meeting with signs reading I LOVE MY PYGMY GOAT.

Those enthusiasts may have taken a page from the godmother of goat lovers, Jennie Grant, owner of Brownie and Snowflake, who founded the Goat Justice League two years ago while pushing Seattle to legalize miniature goats. It is now permissible to have three on a 5,000-sq.-ft. lot, and some city departments have hired goats to clear blackberry brambles. "Part of my lobbying effort included bringing fresh chèvre to city-council

members' offices," she says.

Locavore yuppies and suburban soccer moms aren't the only ones committing to animal husbandry. Catherine Ferguson Academy, a Detroit high school for teens who are pregnant or have already become mothers, has for years had a working farm adjacent to campus. The school considers gardening and raising animals integral to its curriculum. Under the tutelage of life-sciences teacher Paul Weertz, the young women built a barn one year and provide daily care for rabbits, horses, goats, chickens, ducks, turkeys and peacocks. The students recently acquired a pig and, says principal Asenath Andrews, they're going to eat it.

Andrews hopes farming teaches the girls to be more entrepreneurial, well-rounded moms. "Breast-feeding, which is definitely not a popular adolescent activity, is looked on differently by the girls who experience the lessons with baby rabbits," she says. A teachable moment happened the day students broke open an egg containing what appeared to be a viable chick, which the girls frantically tried to save, even calling in the school nurse. The chick died, but the episode sparked a thoughtful conversation about premature human babies, the risks they face and the possibility that saving ailing preemies isn't always merciful. It was one of her most fulfilling days as an educator, Andrews says. "If we have one of those discussions a year, it's worth having a goat—or 10 goats—at the school."

Of course, which animal is most valuable to the downtown farmer depends on whom you ask. "[Rabbits] are the ideal urban farm animal," says Carpenter, because "they can feed almost exclusively on Dumpstered items like lettuce, stale bread, etc." Seattle Tilth's Thornton thinks that ducks are better for gardens than chickens and that they provide tastier eggs. "I think the duck is the future," she says. Game on, chicken lovers. ■



8 Marinate shrimp in 57 sauce, white wine, olive oil, lemon and basil.

45 Make a grilling sauce for pork chops with 57 sauce, applesauce and brown sugar.




#### Downtown Goats

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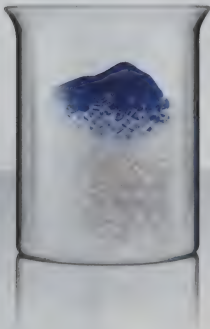


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Facing hardship early in a relationship may increase the chances of a lasting union

MARRIAGE

# Wellness

OBESITY □ MARRIAGE



## OBESITY

**Is My Child Overweight?** Doctors and parents can't help kids get fit if they don't acknowledge the problem

BY LAURA BLUE

BECKY COHN HAS WORRIED ABOUT HER daughter's weight since she was a toddler. Molly would eat "anything and everything," her mother says. "She would eat salads, but she would want three salads. She would eat broccoli but want seconds." The child was completely unlike her older siblings that way—and once she hit school age, Mom felt powerless to control the

problem. "She'd go to school and eat her lunch and everyone else's," Cohn says. "I went to the pediatrician and said, 'I feel like I'm watching my daughter drown.'" Molly was nevertheless physically active and had no social problems with other kids. But by age 10—at 4 ft. 11 in. and 134 lb.—she was already heavier than her mother and clinically obese.

It's one of the hardest talks a doctor can have with a family: how to deal with

an overweight kid. By all accounts, it's equally frustrating for pediatrician and parent—a battle that plays out in doctors' offices across the U.S. "My doctor, whom I love and have a lot of respect for, kept saying the same things," Cohn says. He would ask what on earth she had been feeding her daughter and suggest that Molly needed to exercise more and eat less. The Cohns never found that rote advice specific enough to be useful.

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dove l'acqua è dolce e la schiuma è soffice,  
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Demonstration of one ingredient in NutriumMoisture™ shows difference in how moisturizers can work on the surface layer of skin.



## Heavy or Healthy?

- **Be exact** when measuring your kid's height and weight. Remove shoes and bulky clothing
- **Measure body mass index** with an online calculator (try [apps.nccd.cdc.gov/dnpabmi](http://apps.nccd.cdc.gov/dnpabmi)) that takes into account a child's age and gender
- **Don't panic**, especially if your child is young and only a little overweight. Often, these kids don't need to lose weight but rather maintain weight while they continue to grow taller

For their part, doctors say families as concerned as the Cohns are unusual. Most parents have a woeful lack of knowledge about basic nutrition. Doctors tell stories about patients who feed French fries and Cheetos to their children before their first birthday, for example. What's worse is that many families with overweight or obese children aren't even aware there is a problem.

In 2007 a national poll from C.S. Mott Children's Hospital at the University of Michigan asked parents to report their oldest child's weight and height and then gauge whether he or she was a healthy size. "About 40% of parents of obese children ages 6 to 11 perceived their children's weight status to be 'about the right weight,'" says Matthew Davis, the University of Michigan pediatrician who directed the poll. A further 8% believed their child was actually underweight. "It's almost as if parents don't know what obese looks like in that school-age group," Davis says.

That may be precisely the problem. Today roughly 17% of American kids and teens are obese, and parents cite obesity as a top concern for their children's health. Yet with so many other overweight kids in the class, it appears that parents can't recognize—or admit it to themselves—when their child is too heavy. When they do realize it, like Becky Cohn, parents often are upset or don't know how to implement pediatricians' vague orders about exercise and diet—much the way overweight adults are flummoxed by the same recommendations.

Adding to the quandary, doctors may be reluctant to raise the issue in the first place. Checkups are typically too brief to allow a doctor to broach the topic tactfully and work out a detailed, practical weight-loss plan. Some doctors fear they will worsen the problem by embarrassing the child and instilling shame instead of empowering him or her to get healthy. And doctors worry about turning off Mom and Dad as well. "Every parent feels guilty that their child has a weight problem," says David Ludwig, the director of the Optimal Weight for Life Program at Children's Hospital Boston and the author of the kids' weight-management book *Ending the Food Fight: Guide Your Child to a Healthy Weight in a Fast Food/Fake Food World*. Kids aren't the ones buying family groceries, after all, and parents often struggle with being overweight themselves.

But Ludwig reminds parents they are not solely to blame for their child's weight. Many other environmental influences—from fatty school lunches to fast-food ads—are simply outside parents' control. That doesn't mean they can't make a difference at home, though, by getting junk food out of the cupboards, limiting TV time

and—most important—being good role models. "The tragedy that so often occurs is that parents, out of fear for their kids' health, make a bad situation worse by using coercive parenting practices," Ludwig says. In his book, Ludwig writes that forcing certain dieting rules or other behaviors upon kids, especially when parents don't live up to their own standards, rarely motivates kids to take responsibility for their habits. Coercion can also fray family ties and undermine the child's self-esteem.

Ludwig gives parents tips on how to work with their kids, not against them, by reinforcing good habits instead of punishing bad ones. He tells pediatricians to relay a "message of hope" when they talk to families with overweight children. Obesity is not destiny, and in fact, because kids are still growing, they may have an easier time getting back to a healthy weight than adults do. "Most of the time, we're not talking about kids losing weight. Most of the time, we're talking about kids maintaining their weight while their height catches up," says Michigan's Davis.

What's clear is that childhood obesity cannot be solved in a single doctor's visit. Ludwig sometimes spends several sessions with a patient at his Boston clinic before coming up with a concrete plan—and persuading the child to cooperate. "Many children come in at first unwilling to talk about the problem. They feel so embarrassed," Ludwig says. But when change comes, it can make a huge difference. "With just the smallest tangible results, a sense of empowerment can grow," Ludwig says. "The child may go from denying a problem exists and fighting their parents' efforts tooth and nail to joining in and working together."

As for Becky Cohn, last year she decided she had to try something different. Diets hadn't worked, and she wanted Molly—soon to enter the fifth grade—to be able to make good decisions on her own. In June, mother and daughter left their home in Birmingham, Ala., and traveled to Camp Shane, a weight-loss camp for kids age 7 and older in New York's Catskill Mountains. There, in an idyllic rural setting, kids like Molly try out new sports and activities and learn about calories, how to read food labels and, of course, the importance of eating three balanced, portion-controlled meals a day. Cohn came along as staff, the "Camp Mom." "There's nothing easy about it, confronting [a weight problem], getting over the stigma of being here," she says. But after five weeks of the camp's regimen—approved by doctors—Molly has lost almost 15 lb. The girl smiles. "I think when I get home," Molly says, "I'll eat in moderation." ■



## MARRIAGE

## For Worse, Then for Better. Why facing stressful life events early in coupledness can lead to longevity

BY TIFFANY SHARPLES

JUST A FEW MONTHS BEFORE JOHN GOTTMAN, a leading American marriage researcher and psychologist, was to be married, his father died, leaving Gottman to contend with overwhelming loss during what should have been one of the happiest times of his life. No one would have blamed him for putting the wedding on hold. But in the end, Gottman says, the strain of dealing with his grief made him that much more devoted to his future bride. "My wife helped me through it," he says. "I was able to cope with the loss, and it was really a bonding experience."

Few couples would choose to marry during periods of severe relationship stress, but then, trials come unexpectedly—you can't plan for layoffs, illness or a raging wildfire that forces a change in wedding venue 24 hours before the big event. That

bad start, however, can have benefits. While an abundance of research shows that stressful life events often amplify a couple's problems—turning a husband's short temper into abuse, for example—and increase the likelihood of divorce, studies also show that hardship can have an upside. For some couples, it's protective, helping solidify their commitment into an unshakable us-vs.-the-world resolve. Data from the Great Depression suggest, for instance, that economic adversity held many couples together. "Those families

**A relationship crisis 'smashes the illusion of invulnerability.' That illusion 'was going to go away anyway.'**

—WILLIAM DOHERTY, PSYCHOLOGIST

who were cohesive before the Depression, they banded together as a team and really became more cohesive in dealing with the economic crisis," says Gottman—surely good news for the untold numbers of newlyweds who have faced job loss or foreclosure in the past year.

Surviving the gauntlet of misfortune early in a relationship can be a valuable litmus test, say counselors. A relationship crisis "smashes the illusion of invulnerability," says William Doherty, a psychologist and marriage researcher who runs the Marriage and Family Therapy Program at the University of Minnesota. That illusion, he says, "was going to go away anyway, and I don't think there's any great loss to it going away sooner than later."

So what about all those unlucky couples whose early years are marked by nothing but peace and happiness—what is their litmus test? There are two key predictors of a resilient relationship, experts say: mutual support and a willingness to sacrifice. In a recent study of newlyweds who became first-time parents, Gottman found that two-thirds suffered sharp drops in happiness during their child's infancy, under the strain of new parenthood. But for one-third of couples, the experience was cohesive and increased intimacy. Gottman says he could predict which couples would blossom under stress: those in whom, years before, he had observed better communication and more mutual support. "Even at the time of the wedding, the men were more respectful of their wives, prouder of them," he says.

Beyond respect and pride—and even love—it may be the willingness to sacrifice that leads to a lasting marriage, according to researchers. In a 2006 study by Scott Stanley, the director of the Center for Marital and Family Studies at the University of Denver, and colleagues found that the willingness to forgo personal interests and put a partner's needs ahead of one's own was directly linked to a long-lasting, happy marriage—provided that such sacrifices weren't damaging or one-directional. "If your partner has a really big opportunity to sacrifice because of some crisis in your life, and they don't, that's pretty bad," says Stanley.

But before you go seeking disaster just to test your spouse, remember that resilience evolves over time, as long as couples make it a mutual priority—and that takes patience. Keep in mind also that over the long haul, the health and mental benefits of marriage are countless. Says Diane Sollee, a marriage and family therapist and the founder of SmartMarriages.com: "You've got to know that you actually do better if you hang in there." ■

Dove presents

# The Dirt on Cleansing

With Dr. Amy Wechsler



Dr. Amy Wechsler is a dermatologist based in New York City and the author of the best-selling book *The Mind-Beauty Connection*.

Board-certified in both dermatology and psychiatry, she brings a uniquely insightful approach to her patients. She is regularly sought after for her expert skin care opinions by top media outlets across the country. Read on as she takes an in-depth look at body washes.

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In addition to removing dirt, current body washes strip surface skin of essential lipids and proteins, leading to the loss of critical moisture. Moisture is crucial for healthy skin, as it controls up to 70% of skin functions. Some existing body washes have heavy moisturizers that sit on top of the skin to mask dry skin damage, but they do not address the root cause of the damage.

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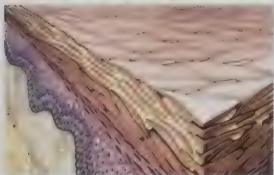
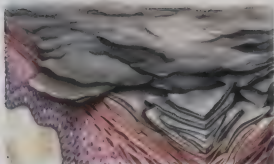
***care products."***

***- Dr. Amy Wechsler***



*"Unlike other body washes  
whose moisturizers sit on top  
of skin, NutriumMoisture™  
readily absorbs to nourish  
surface skin 10 layers deep."*

*- Dr. Amy Wechsler*



*The difference in the stratum corneum – the surface layer is dramatic when lipids are replaced. The top image shows skin damage caused by most body washes, the image below shows the healthy surface skin of a Dove user (with lipids replaced).*

whose moisturizers sit on top of skin. NutriumMoisture™ readily absorbs to nourish surface skin 10 layers deep.

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*Dove*  


Five ways to be a  
top dog on *Top Chef*  
TELEVISION, PAGE 59

# Arts

MOVIES TELEVISION BOOKS SHORT LIST

## MOVIES

**The Joy of Cooking.** In *Julie & Julia*, two women master the art of French cuisine. And at least one of them is having a ball



**Batter up** Streep  
as Julia Child, at home  
in the kitchen

BY MARY POLS

THERE ARE, OF COURSE, TWO JULIAS IN Nora Ephron's new movie *Julie & Julia*. One is short and petite, the other extraordinarily tall and pleasantly beamy. One loves to cook, while the other lived to cook. Both are based on real people. One, Julie Powell (Amy Adams), had a bright idea, while the other, Julia Child (Meryl Streep), had a calling. Julie is a bit of a pill, while Julia, as played by Streep, is irresistible, the personification of movie magic.

But perhaps what most distinguishes these two heroines from each other is their expectations about life, love and occupation. At 29, Queens, N.Y., resident and office drone Julie is consumed with jealousy of her friends. It's not their careers she wants—they mostly wheel and deal in the business world; it's their sense of importance about themselves and the world's acknowledgment of such. Julie is depressingly desperate for the payoffs of the contemporary age. At Amherst College she edited the literary magazine. She wrote half a novel. She is owed. You can see her thinking that her mother, who lives in Texas but calls in regularly, is just *stupid* for not seeing the righteousness of her need.

Ephron's movie is based on the book of the same name, Powell's account of the year she spent cooking her way through Child's *Mastering the Art of French Cooking* and blogging about her experiences. By turns amusing, profane and whiny, *Julie & Julia* was a best seller. It did not include a blurb from Child, who reportedly found Powell's project disrespectful and un-serious. Thankfully, in writing her screenplay, Ephron drew on a second source, Child's memoir *My Life in France* (published after Child's death in 2004 and written with Alex Prud'homme). The Child who is only imagined in Powell's book as a sort of kitchen goddess-dictator is realized here as a real person, living her own parallel narrative arc of self discovery.

It's a far less needy, greedy path, fueled more by appetite than hunger. We're introduced to Child as newly arrived in Paris in 1948 with her husband Paul (Stanley Tucci), a diplomat she met and fell in love with in her mid-30s. They are a marvelously believable pair of soul mates; Tucci makes the transition from playing Streep's gay minion in *The Devil Wears Prada* to playing her lusty spouse look effortless. Ensconced in a beautiful apartment, Julia and Paul eat, make love and eat some more. "French people eat French food every single day!" Julia enthuses. "I can't get over it." Their only disappointment is that they can't have children, a sadness Ephron conveys in a few deft strokes, almost purely



**Cooks illustrated** Paul and Julia Child, above, and their onscreen counterparts, Tucci and Streep, below, exhibiting *joie de vivre*; Powell (Adams), right, eyes dinner



visual—as when Julia slumps against Paul upon the news that her sister Dorothy (the perfectly cast Jane Lynch) is expecting.

What is solvable is the matter of Julia's boredom. Paul and she can't spend every waking minute together in a bistro, sharing divine sole meunière. "What should I do?" she asks him, just one of many moments when Streep's channeling of Child's speech patterns caused me to yelp with pleasure. She ends up at Le Cordon Bleu cooking school and discovers, triumphantly, that she has talent for it. She's also very pleased to defy the expectations of the

Cordon Bleu's snooty director (Joan Juliet Buck), who didn't believe an American housewife stood a chance in this mostly male arena. Soon Julia and two of her new French friends are toiling away on the cookbook that will transport these gastronomical joys across the Atlantic, touching and transforming many American lives, including that of Julie—who, it must be said, seems to have had an easier time getting published than Julia did.

Ephron's screenplay hints at some distaste for her second lead. She shows Julie's undertaking as a scheme to keep up with a friend who has a successful blog rather than as a pure homage to Child. "I could write a blog," Julie tells her cute husband Eric (Chris Messina), who agrees, because he is as supportive and helpful as a Seeing Eye dog. She is pleased by her growing mastery of French cooking, but what she's really exultant about is the growing number of

**Streep's performance is a hoot and a joy. It's not just a demonstration of tremendous skill; it's emotional persuasion**

comments on her blog. She has *followers*, the contemporary dream. After the New York *Times*'s Amanda Hesser writes about her, Julie returns home to 65 messages from assorted agents, publishers and reporters and delightedly tells Eric, "I'm going to be a writer!" By then we know her ambition well enough to be surprised she's not crowing, "I'm going to be famous!"

There are memoirists like Child who write about what made them famous, or infamous. There are unremarkable people who write about a remarkable thing that happened to them. And there is the 21st-century memoirist, who makes him- or herself interesting in order to write about it, usually through a time-centric gimmick, like spending a few months at, say, an ashram. Powell belongs to this last category, and cannily the movie lets us see how the wheels turn in her head. Ephron includes Child's real-life reaction to Powell's blog and lets it stand; she doesn't try to turn the two women into soul sisters, an unusual move for the director who has brought us so many happy, tidy endings (*Sleepless in Seattle*, *You've Got Mail*). Powell is not devious or awful, but she's not exactly a basket of kittens either—not on the pages of her book and not as portrayed by the extremely game Adams.

Streep's Child is better than a basket of kittens. The performance is a hoot and a joy. It's not just a demonstration of tremendous skill; it's emotional persuasion. In two minutes, I had forgiven her for *Mamma Mia!*, and when she wasn't on-screen, I felt bereft, even though I knew a diet of nothing but Streep as Child would be like living on laughing gas, lobster and chocolate. Poor Adams. It's no wonder she seems to be trying too hard.

In the 1970s, I watched Child on PBS with my mother. It was obvious even to a kid that this tall woman with the tremulous voice was having tremendous fun in her kitchen. Even when she made mistakes, she seemed like a woman at peace. Ephron shows us the Child who was on the road to that peace. She'd won the romantic lottery but was still seeking—not fame or importance but a way to be useful, and to share. She was modern in the best sense of the word. *Julie & Julia* is structured around the idea of two women "finding" themselves, but in its examination of the way talent, hard work and ambition are doled out in unequal measures to different women—both ultimately successful—it's got an undercurrent of *All About Eve*. This is a charming crowd pleaser, but it's also surprisingly bold. Ephron has varied her usual moviemaking recipe, proof that Julia Child still inspires. ■

## TELEVISION

# Cooking with Gas. Five simple rules for how to beat the competition and bring home the bacon on *Top Chef*

BY JAMES PONIEWOZIK

THOSE WHO FAIL TO LEARN FROM REALITY TV are condemned to repeat it. One of the thrills of a long-running reality competition like Bravo's *Top Chef* is seeing which contestants end up making the same old mistakes. As we go into Season 6 (debuts Aug. 19), we've now seen enough aspiring top chefs rise and fall like soufflés to offer some hints for the competitors.

**1. Do not rely on the freezer.** Because it will break your heart. In season after season, the freezer door has been a gateway to icy-cold disappointment. Or, often, insufficiently icy-cold disappointment: gelati that fail to set, premature melting and empty refrigerators that are mistaken for freezers. Nobody wants to eat a vanilla-bean-flecked puddle.

**2. Do use bacon.** People love bacon. Carnivores love it, health nuts crave it, vegetarians forswear solemn oaths for it. Dishes featuring bacon regularly get praise, even gratitude, from judges. Indeed, the power of bacon is so great, it can even overcome the do-not-rely-on-the-freezer rule: Richard Blais did well in Season 4 making bacon ice cream. Now, if you'll excuse me, I need to go crumble some into a sundae.

**3. If you're not a dessert chef, don't make dessert.** You think you'll get credit for

trying something new. You will not. Your dessert will fall apart on the plate. The judges will pay lip service, but in the end, if it stinks, it stinks. If, like Carla Hall in Season 5, you can whip up an apple tart in your sleep, then by all means work it. But the human heart is not powerful enough to forgive a bum pudding.

**4. Be assertive.** They say there's no *I in team*. Yeah? Well, there's an *I in win*. If you're leading a group in Restaurant Wars or any other group challenge, don't be a jerk, but be sure you make the final call—because you will suffer for your teammates' bad decisions. And if you're paired with a guest chef in your finale, don't let him or her take over (as Carla did in her heart-breaking Season 5 finale loss). It's your aspic on the line, not the guest's.

**5. Don't try to hide from the cameras.** In Season 5, contestants Hosea Rosenberg and Leah Cohen—with a girlfriend and boyfriend at home—struck up a flirtation, which led to a surreptitious smooch session on the *Top Chef* house couch. Their love nook wasn't secluded enough to escape the cameras, however.

O.K., that last one won't actually affect your performance in the competition; Hosea ended up winning Season 5. But it may make your return home a little easier after you pack your knives and go. ■

**Let them eat bacon** The *Top Chef* judges, from left: Toby Young, Padma Lakshmi, Tom Colicchio and Gail Simmons





## BOOKS

# Magical Mystery Tour. Thomas Pynchon's comic-noir detective novel is entertainment of a high order

BY RICHARD LACAYO

AFTER THE VAST TUNDRA OF HIS last book, *Against the Day*, which was a thousand-plus pages, with more than a hundred or so scurrying characters and a shape-shifting plot that went everywhere and nowhere, Thomas Pynchon has decided to give his fan base a break. His seventh novel is practically beach reading, *Inherent Vice* (Penguin Press; 369 pages) is a comic-noir detective tale set in Los Angeles around 1970, not long after the Manson murders added their special note to the already twitchy local vibe.

But it's also a Pynchon novel, meaning it's a wizardly bit of philosophical burlesque, with densely packed speculations on the hidden hands that shape history and with notions of reality that are elastic enough to allow for astral twins, could-be zombies and old spirits rustling at the margins. The Pynchon wiki sites have been poised

for months to group grope every sentence for hidden meanings. They won't be disappointed.

So even if this is second-tier Pynchon, it's still entertainment of a high order. It was only a matter of time before he would write a private-eye novel. Each of his books has been built around a character—or two or 12—on a quest into the heart of a mystery that is never quite solved. The difference here is that Pynchon finally makes one of those characters a licensed gumshoe, albeit one with an incongruous hippie backstory. “Doc” Sportello is an ambling longhair with links to the surfer world and an appetite for controlled substances that would give

Hunter S. Thompson pause. Think George Carlin as Philip Marlowe and you're getting there.

One night Doc's ex-girlfriend Shasta shows up on his doorstep asking for help. It appears that her new squeeze, the powerful real estate mogul Mickey Wolfmann, may be the target of a kidnapping scheme. When Mickey disappears—and Shasta too—the lovelorn Doc, with quantities of superior weed, plunges into a many-layered plot. It involves, among other things, the LAPD, organized crime, disorganized crime, a lecherous dentist and the Golden Fang, which is sometimes a mysterious schooner, sometimes a no-nonsense drug cartel. Pynchonesque multitudes crowd into the picture. Tight-lipped *federales*, stoner lawyers, ex-con neo-Nazis with a big thing for show tunes—they tumblersault in every page or two, each bearing, maybe, a piece of the puzzle.

Granted, there's not much here that's new. Pynchon, 72, has been playing variations on these themes since the genius trifecta of his early days: *V.*, *The Crying of Lot 49* and *Gravity's Rainbow*. Even the grace notes are familiar. Inane, invented song lyrics? Got 'em. Festive food-stuffs? Pass the chocolate-covered frozen bananas. Funny names? How about a drug dealer called El Drano? It's an anagram for his real name, Leonard. Which, let's be clear, is pretty funny.

And speaking of Leonard, *Inherent Vice* is like nothing so much as an Elmore Leonard novel with metaphysical aims. It has the same deadpan dialogue, the same lowlife panache, the same Venice Beach-to-Vegas locales that Leonard has touched down in. But the earthbound author of *Get Shorty* doesn't go in for Pynchon's lyrical riffs about the immemorial forces that pull the world's secret levers and keep the dispossessed of all kinds—the poor, the nonwhite, the nonconforming—from coming into their own.

All the same, don't expect that by the end of this book you'll be vouchsafed a clear picture of just what those forces are. Pynchon doesn't do closure. What he does, and brilliantly, is open windows onto a universe where we're all in custody, but we're none of us sure who put on the cuffs. ■



## FIRST LINE

She came along the alley and up the back steps the way she always used to.

**The Pynchon wiki sites have been poised for months. They won't be disappointed**



# BOOKS

## Banking on Bernie. Publishers have invested in three books on the Madoff scandal. Is there a payoff for the reader?

BY ANDREA SACHS

THE JAIL DOORS HAD BARELY SLAMMED behind Bernie Madoff before publishers were racing to be first in the scandal's inevitable book sweepstakes. The victims of Madoff's Ponzi scheme, in which more than 4,000 clients lost \$65 billion, may have been wiped out, but there is still a chance to make a killing on a best seller. After intense jockeying for position, three Madoff tomes will hit the streets on Aug. 11, about 150 years before Bernie does.

Meticulous and ever more mysterious as his fame grew, Madoff hawked his investment fund to a largely Jewish clientele, eventually sucking in large European banks too. Promising unwavering 10% to 12% returns whatever the market, Madoff became known as "the Jewish T-bill," as in risk-free. Of course, there was no investing. For more than two decades, he used an ever larger stream of money from new investors to pay off earlier ones. His résumé supplied a perfect cover: former head of Nasdaq, a tech wizard who brought computerization to Wall Street.

The books trace the evolution of his sociopathy: friends remembering shady incidents from earlier in life—and that his parents were also crooked traders. But nothing about his IQ, or any evident evil, portended the breadth of his later crime. On the surface, Madoff's legitimate trading business gleamed. But in the off-limits-to-his-staff, low-tech office on the secluded 17th floor of Manhattan's Lipstick Building, Madoff worked darker magic.

*Too Good to Be True: The Rise and Fall of Bernie Madoff* by Erin Arvedlund (Portfolio) carefully details how Madoff's marks, some of them supposedly sharp hedge-fund managers, became feeder funds for Madoff's enterprise by willfully or negligently failing in their due diligence to check out the bogus Madoff claims. "The same people did more research on buying a car than they did on the man who handled their money," she writes.

Arvedlund has bragging rights: her story in *Barron's* in May 2001 was an early warning, but ultimately it failed to foil

the plot. Her account will delight those more interested in the scam than in the man. Arvedlund goes down the list of entities that were on notice about Madoff's "trading," and she holds particular contempt for the all-but-absent SEC ("one of the most dysfunctional and inept periods in the commission's history"). Also in her sights: Fairfield Greenwich, a tony hedge fund that funneled more than \$7 billion into Madoff's pockets, and J. Ezra Merkin, a major-league Manhattan investor who received a staggering \$470 million in

**'People did more research on buying a car than they did on the man who handled their money.'**

—ERIN ARVELDUND, AUTHOR OF *TOO GOOD TO BE TRUE*



**Ponzi king** Madoff screwed his investors, but he may make money for a few authors

fees from Madoff. Merkin vacuumed up \$2.4 billion from a veritable *Who's Who* of Jewish New York, including Holocaust survivor and Nobel Prize winner Elie Wiesel and Yeshiva University. "You were nothing more than a glorified mailbox," one of Merkin's investors fumed.

On the other hand, Jerry Oppenheimer's *Madoff with the Money* (Wiley) reflects its tabloid title. Told with faux breathlessness, it reads at times like a quickly compiled clip job. On occasion, he uses the annoying supermarket-rag technique of quoting "Madoff insiders" for banal details, such as that Madoff liked expensive suits, in order to raise the level of suspense. But Oppenheimer can be good at the juicy quote too. One victim told him, "What were we going to do—call up Bernie and tell him, 'God, I'm making too much money. What's going on?'" Or the small detail. If you're in the market for a description of Madoff's opulent walk in closet or the tidbit that his mother wouldn't buy him Keds, then Oppenheimer is your man.

Andrew Kirtzman's *Betrayal: The Life and Lies of Bernie Madoff* (Harper) offers the biggest payoff of the three books. It's a perfect meld of business details and personalities, including the still unresolved role played by Madoff's wife and sons in the scam. The author is more interested than Arvedlund in Madoff the man and in the emotional aspect of this financial soap opera. He has perfect pitch when it comes to the agony and shame of the Jewish community for finding such a gonif (Yiddish for thief) in its midst.

Mournfully, Kirtzman tells the story of Harry Markopolos, a flawed whistleblower who tracked Madoff's misdeeds for almost a decade. An eccentric math genius, Markopolos waved his findings in the face of the SEC—he gave them a pointed memo in 2005 that was titled "The World's Largest Hedge Fund Is a Fraud," but also made it clear that he wanted a reward for his efforts. Maybe the SEC should have paid him—it could have saved billions.

Kirtzman, for one, believes Madoff was bad from the beginning and scammed for so long that immorality became a way of life for him. But the curse to Madoff's victims is that he was a superlative actor, right up until his sentencing. "Standing there in his old, expensive suit, you could still see in him the discerning old wise man, reluctantly agreeing to take one more person's money," Kirtzman writes. Readers of these three accounts will fare better than those Madoff swindled. The books are \$25 each, but you at least get a decent return for the investment. ■

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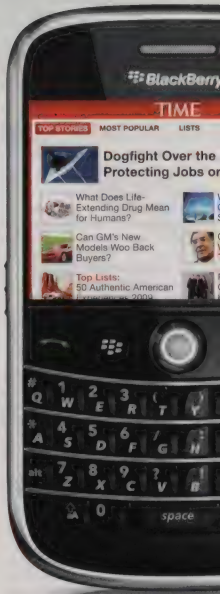
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# Short List

TIME'S PICKS FOR THE WEEK



## 1 **SONG** Carol Brown

The Season 2 DVD from the comedy-folk duo Flight of the Conchords is hit and miss. Its high note is this Emmy-nominated breakup song (with whimsical video by Michel Gondry). "There must be 50 ways that lovers have left me," sings Jemaine Clement (above left), but "Carol" will stick with you.

## 2 **DVD** I Love You, Man

As his wedding date nears, guy-pal-deprived Peter (Paul Rudd) goes shopping for a best man and finds one in bearish, boorish Sydney (Jason Segel). In John Hamburg's comedy of male embarrassment, Rudd's pathetic stabs at being a dude earn laughs and painful winces.

## 3 **BOOK** Best Served Cold

Joe Abercrombie takes the grand tradition of high fantasy literature and drags it down into the gutter, in the best possible way. Monza is a beautiful mercenary who has sworn to kill the seven men who tried to kill her. No elves, no wands—just lots of down-and-dirty swordplay.

## 4 **MOVIE** Thirst

South Korea's Park Chan-wook puts the love bite back in horror movies with his tale of a priest who becomes a vampire and has a toxic, enraptured affair with the wife of an old friend. Get on this movie's weird wavelength and you'll surrender to its crimson ecstasy.

## 5 **SONG** Use Somebody

Kings of Leon singer Caleb Followill pleads for a part in that special girl's life with the woe specific to young love and the charm of authenticity. It's the official power ballad of the summer of '09—tailor-made for a sound-track spot this fall on the CW.



## Mary Lynn Rajskub's Short List

Actress, writer and new mom Rajskub (pronounced *Rice-cub*) can currently be seen playing Amy Adams' acerbic best friend in *Julie & Julia*. In January she begins her fifth season as computer whiz Chloe O'Brian on 24. Rajskub likes to unwind by meditating in her car or by grooving to the music of cute boys from the South.

### Thirsting for vampires

My boyfriend and I watched the preview of *True Blood* and thought it was so over the top. Vampires? Come on. I'm a grown woman. But after the first episode, we were hooked. This show is top-notch fun, and the characters are full of contradictions—vampires, shape shifters and mind readers—but are totally real. Creator Alan Ball rules.

### Cartoon drama

Rent *Crumb*, the 1994 documentary about artist-cartoonist R. Crumb, directed by Terry Zwigoff. I'd forgotten how depressing, inspiring, entertaining, revealing, shocking, passionate and intimate it is.

### Cute boys with guitars

When you're in the mood for cute boys from North Carolina who are hip and authentic with bleeding hearts playing some jangly guitar while singing beautiful harmonies, check out the Avett Brothers, especially the song "Paranoia in 8 Flat Major."

### Zen yen

I just got *How to Meditate* by Pema Chodron. Listen to it in your car. It is so cool, it's nuts. There are pauses in the recording as she's teaching people to meditate, and the sound of her voice is how I'd like mine to sound: calm, intelligent, warm and assertive. Plus it helps with those bursts of anger that come from nowhere.

### Fashion police

I can't get enough of Stacy and Clinton on *What Not to Wear*. Nobody can tear down fashion victims and build them back into confident, style-forward people like these two.



### Arts Online

For more reviews and openings this weekend, go to [time.com/entertainment](http://time.com/entertainment)



Joel

# Stein

## Cheating Rocks! Steroids and polyurethane suits may make us queasy—but they also make us perform better

THERE IS A DANGEROUS ANTICHEATING SENTIMENT IN this country. We are disgusted by David Ortiz and Manny Ramirez for taking steroids—even though steroids made Boston relevant for the first time in 200 years. We are appalled by swimmers who break records with full-body polyurethane suits—despite the fact that this technology allows straight men to look directly at the television.

These steroided, polyurethaned cheating men should be our heroes. For while we trumpet achievement through discipline, Americans are a performance-enhanced people—a Botoxed, Prozacked, Viagraed, LASIKed, Propeciaed, liposuctioned, tooth-whitened, spell-checked, serotonin-inhibited super-race. When Ortiz pushes a baseball over the fence with his balloon-animal arms, when Nancy Pelosi delivers one of her smooth-browed lectures, when Joe Biden smiles so photographers don't have to bother lighting a beer summit, they are celebrating the fact that we are no longer prisoners of our genetics. Having to accept the station you were born into is exactly why we left Europe. Also, the portions were too small.

Of course swimmers should wear the suit that makes them go the fastest. Sport, just like life, is a complicated competition that involves technology, training, psychology and doing stupid things to impress girls. Testing untrained, naked people on their natural ability would be pointless, though I am considering pitching it to Fox. The only reason Michael Phelps objects to the full-body suits is that his sponsor, Speedo, doesn't make one. Speedo, apparently, is committed to making the gonad-gripping suits that are yet another reason we left Europe.

Should athletes not be permitted to get risky surgeries to prolong their careers? Should they not be allowed to take chances on the field that might get them hurt? Should we require them to read the books they supposedly write? Where will the madness end?

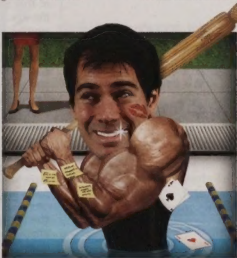
I don't want to watch swimmers move as slowly as they did in 1950. I also don't want to watch swimmers go as fast as they do now. That's because swimming is the only sport exactly as boring to watch as it is to do. But I do want—and fully expect—to one day see a baseball hit out of a major league stadium and into another major league stadium.

We need to stop pretending we are honest and instead be honest about cheating. The ethical battle of our time is about the fairness of medical technology: genetic engineering, cloning, steroids, plastic surgery. We are O.K. with Viagra, LASIK and Paxil because they restore basic human functions, but we get really uncomfortable when people improve themselves by buying their pert breasts or giant pecs. It's no different from the original objections to wearing makeup, dyeing one's hair, and oiling up before an ancient Greek wrestling match—which would not have been necessary if ancient Greek men had had makeup and hair dye.

Our moral superiority about our naturally thin lips or unhome-runny arms is nothing more than a silly, momentary discomfort with technology improving our bodies, which will go away when these procedures are cheaper and safer. I for one will proudly take steroids when they finally make ones that don't ruin your health, necessitate a shot, or require you to keep going to the gym after taking them. I pretty much stopped caring what I looked like once I got married.

I have long been an advocate of cheating. It started when my dad fooled an IRS auditor by comparing different vintages of phone book, finding an out-of-business furrier and getting me to use my Apple IIe to create a fake receipt to prove a false fur-coat donation. I'm a big fan of the statute of limitations. While some would call that tax fraud, I thought of it as preventing animal cruelty.

By my senior year in high school, everyone in Mr. Kurtiak's AP European-history class had the answer keys to his never changing multiple-choice tests, and only my friend Art Chung refused to use one. Art is now a junkie prostitute. Actually, he went to Yale and is now an incredibly successful writer for game shows. But what did he gain by not cheating? "I know why the Treaty of Westphalia was signed, and you don't," he said. When I asked him why the Treaty of Westphalia was signed, Art got real quiet. "Uh. I believe it was about the Thirty Years' War," he said. I was laughing at his stupid guess until he looked it up. "Suck it! It was!" he yelled. That's when I knew for sure that Art had finally learned his lesson and had used that pause to cheat and look it up. I am so proud of him. ■





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